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# Drug & Cosmetic INDUSTRY

April 1946

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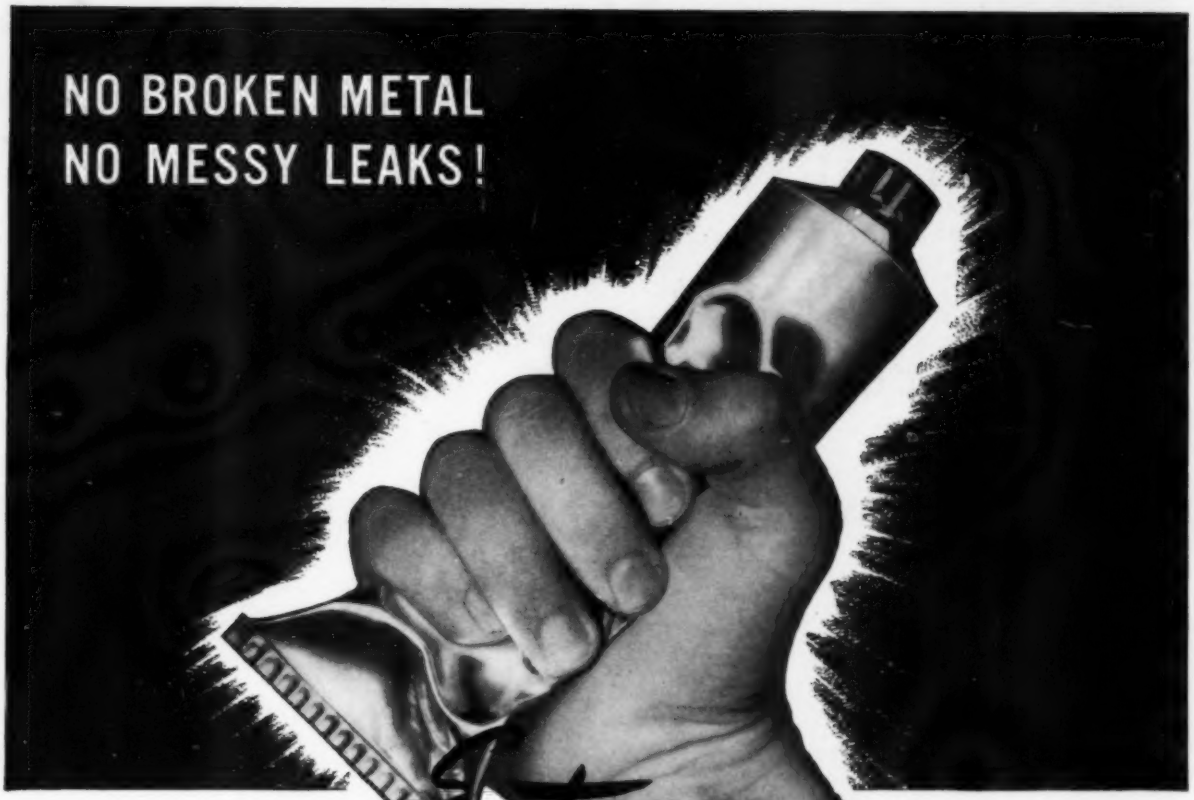

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# Drug & Cosmetic INDUSTRY

## APRIL 1946

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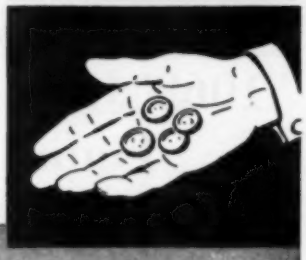
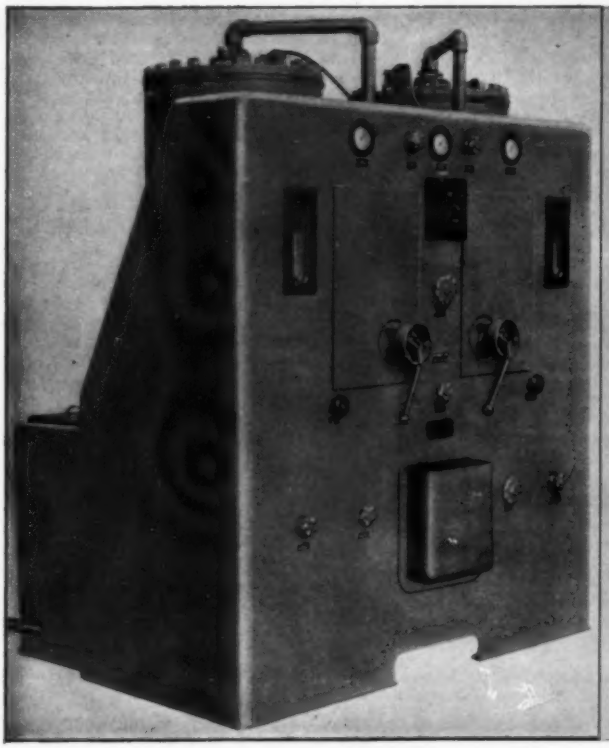


*(Typical report from D-I System users)*



A lot of water users are now getting *specification* water at far less cost than ever before. Many who formerly spent from 65c to $8.00 per 1000 gallons for distilled water are now getting water that meets their exacting requirements at only 2c to 20c per 1000 gallons. They are making these savings whether they use a few gallons of water an hour or millions of gallons per day. They have installed Dorrco De-Ionization Systems.

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Here are a few of the industries now making substantial water-cost savings with Dorrco D-I Units:

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# INSIDE NEWS

APRIL PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y. 1946

## "1068", New Insecticide, Found More Effective Than DDT Compound

Many glowing newspaper accounts have told of the successes of DDT insecticides in serving our armed forces in many climates. Here, at home, tests conducted against approximately 200 different insects indicated the development of DDT insecticides that will rid many farms and homes of destructive pests.

However, a new compound has just recently been developed which is reported to be even more effective than the well-known DDT. A result of the work by the staff of a chemical concern, the compound, $C_{10}H_6Cl_6$, is referred to as "1068". It comes in viscous form and is soluble in all proportions in most of the common organic solvents, including crude and highly refined petroleum oils.

### Tested on Insects

A series of parallel tests was made with 1068 and DDT applied as aqueous dispersions to two kinds of aphids. The tests showed 1068 to be several times more toxic to these insects than DDT. Aqueous sprays of 1068 and DDT applied to potato foliage and later infested with Colorado potato beetle larvae likewise showed 1068 to be more toxic than DDT to this pest. In the form of aqueous sprays and dusts, these two compounds were applied to adult squash bugs and revealed DDT to be relatively ineffective as compared with 1068.

An additional series of tests compared the larvicidal properties of 1068, DDT and gamma benzene hexachloride as applied to *Anopheles quadrimaculatus.* (This long-named insect is a member of the mosquito family.) These tests showed that there was no significant difference in the three compounds when applied as acetone suspensions, emulsions or dusts.

The relative toxicities of 1068 and DDT to the adult housefly were also measured. 1068 was found to be slightly less than 4 times as toxic as DDT to the housefly.

The relative toxicity of 1068 and DDT to the American roach was determined by applying precisely measured dosages to the thoracic sergites. Dosage mortality curves plotted from data obtained in these tests showed 1068 to be approximately three times as toxic as DDT to this insect.

Stomach poison tests with 1068, DDT and gamma benzene hexachloride were made on the adult grasshoppers *Melanoplus differentialis.* Emulsions of xylene solutions of the active compounds were fed to the grasshopper in measured drops. Twenty-four hour mortality records indicated the median lethal dosage for gamma benzene hexachloride to be between 5 and 10 micrograms, for 1068 between 12.5 and 25 micrograms, and for DDT to be greater than 50 micrograms per gram of body weight.

### Sure Protection

Insecticides, like many other products that deteriorate or lose their effectiveness when exposed to air, light and moisture, need the protection of a container that shuts these and other elements *out* of the package. The container outstandingly equipped to do such a job is the tin can produced by National Can Corporation.

Manufacturing and supplying tin cans, steel drums and pails for the chemical, cosmetic, food, drug, oil, paint and varnish fields for many years, National Can offers the experience and knowledge of its staff to help you improve your packaging procedure. Call or write the nearest National Can office or communicate direct with the executive offices at 110 East 42nd Street, New York 17, N. Y. 1246

## Rutin for Fragile Capillaries

It is announced that rutin, a drug with medical values undetected for more than a century, is ready for full scale production for the first time to meet present medical needs in treating fragile and weakened capillaries.

Commercial manufacture of rutin, a bright yellow non-toxic powder, has been made possible by the discovery that the green buckwheat plant is an economical source. The search for a plant yielding rutin has been carried over the past two years, and the findings indicate that the need for rutin, including its likely use in human nutrition, may take as much as 10 percent of the prewar buckwheat acreage.

According to clinical observations, rutin is effective in the treatment of conditions arising from high blood pressure associated with increased capillary fragility. Bursting of weakened blood vessels causes small hemorrhages which may result, when the rupture occurs in the eye or brain, in blindness or apoplexy.

Research indicates also that rutin, a glucoside, may have equally unsuspected nutritional values. Further investigation of the nutritional uses is expected, but the studies point to the opinion that rutin could serve the circulatory system in a manner resembling the action of Vitamin C in the growth and hardness of teeth and bones.

Buckwheat has proved superior to the other plants that have been found to contain the drug. Flue-cured tobacco leaves offered a fair yield, while the familiar garden shrub, hydrangea "P.G.", one of many other tested sources, indicated scant possibility of commercially successful extraction. Buckwheat superseded tobacco leaves as a likely commercial source when the plant was found to contain 8 to 20 times as much rutin and to cost only a fraction of the price. 1247

## Selective Chemical Spray For Canning Peas

Weeds infesting fields of late varieties of canning peas, reduce yields, reduce the efficiency of harvesting and vining operations and lower the feeding value of the ensilage. Chemical sprays are now available, it is announced, which kill or at least check such weeds as wild mustard, ragweed and lambsquarters which infect pea fields. Experiments have been in progress during the past few years to determine how to apply these chemicals without damaging the pea crops.

A report has been published on these experiments. Information is also given on the use of selective sprays of the "dinitro" compounds for the control of annual weeds, some results on the use of 2,4-D for the eradication of perennials, and a summary of recommendations for the use of these herbicides in canning pea production. 1248

## Toothpowder Back in Cans

The steel-and-tin can war veterans are getting their jobs back in the toothpowder field. Released in great numbers from their supply-toting job at war fronts, toothpowder cans are ready to take up their stations on bathroom shelves and "keep the powder dry" on the home front! One national toothpowder manufacturer has recalled all wartime packages and is replacing retailers' stocks with tin containers. 1249

keep paint at its best

# NATIONAL CAN

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## Pectin Creams

A new method of making centers for chocolate creams that uses a modified pectin jelly, beaten to give smoothness and light texture, may prove a boon to candy manufacturers in the present sugar shortage and also to candy eaters who must watch their calories.

The new mixture has the taste, texture and appearance of the cream centers used in the finest quality candy but requires only half as much sugar. The modified pectin which has made possible this new candy cream as well as many other new jelly products was developed in the course of research on new by-products from fruit. The chemists call it "low-methoxyl pectin". They developed it by modifying pectin from citrus peel by the action of an enzyme also in citrus peel.

Candy manufacturers are greatly interested in the new formula but must wait to put it to use until they can obtain sufficient supplies of the new pectin from plants now going into operation. 1250

## Use Liquid in Cans

The dietetic importance of the liquid portions of food in cans has been determined by exhaustive experiments recently conducted. According to these findings, the liquid content of fruits and vegetables in cans has, in general, the same proportionate amount of vitamins by weight as the solid portions. The can is a miniature pressure cooker — the full nutritive value of the food is sealed in the can. 1251

## Method Found For Fortifying Polished Rice

Two chemists carry the earliest work in vitamin chemistry a step farther in a patent awarded them for a method of fortifying rice while keeping it in the polished form favored by housewives. The patent covers a process of impregnating milled rice with a solution of sodium dihydrogen phosphate and thiamin. It is held that this concentrated salt solution will go into the grains thoroughly without causing the grains to crack or to develop an unpleasant opaque appearance. 1252

# Technical Topics

ZEIN DISPERSION COATINGS—A patent has recently been granted for the production of zein dispersion suitable for making coatings. 1253

CROTONIC ACID — Crotonic acid and its esters, not heretofore available in commercial quantities, will be manufactured by a new process, making commercial quantities available for pharmaceuticals, perfumery insecticides and other uses for which it has been known in the laboratory. 1254

TREATING FRUITS AND VEGETABLES — According to a recent patent, a method for cleaning and disinfecting, as well as preventing decay of fruits, especially citrus fruits, and vegetables forms the basis of a soap-utilizing process. 1255

MUCILAGE — Dextran, a glairy mucilage, produced by the fermentation of cane or beet sugar by Leuconostoc mesenteriodes and similar bacteria producing lactic acid, has been found excellent for use in place of mucilaginous preparations of elmbark, flaxseed, karaya, manihot, or psyllium seed, as a deflocculator of fibers in the making of stencil-tissue paper. 1256

MITE KILLER — In recent tests, hexachlorobenzene ("666") has been found superior as a mite-killer to benzyl benzoate or tetraethylthiuriam sulphide, when used as a 1 percent solution in liquid paraffin. No skin irritation was observed. DDT, used in the same way, proved comparatively ineffective. 1257

ACTIVATED CARBON — It is reported that activated carbon has been successfully made from sugarcane bagasse by activation with zinc chloride before carbonization and proper washing afterward. 1258

SEAWEEDS FOR WATERPROOFING — Usually a neglected and largely wasted resource, the giant seaweeds of the Pacific coast supply material for an improved bitumen waterproofing material, according to a recent patent. 1259

PREVENTS PARAFFIN OXIDATION—According to a recent patent, oxidation is prevented in molten paraffin baths or hot liquid petrolatum baths by maintaining in the bath 0.02 percent to 0.04 percent of montan wax or ozokerite. Candelilla wax and Carnauba wax are said to give some similar protection. 1260

PENICILLIN IN BARBER'S ITCH OINTMENT — It is reported that penicillin has been successfully applied in the treatment of barber's itch. Penicillin is used in the proportion of 200 units per gram in an ointment base of lanette wax, 50 grams; castor oil, 50 cubic-centimeters; distilled water, 250 cubic-centimeters. 1261

CUTTING FLUID — A cutting fluid for use in the working of magnesium metal and its alloys is announced. It is a water-in-oil emulsion containing: oil, 64 percent; paraffin, 4 percent; oleic acid, 2 percent; sodium hydroxide, 0.35 percent; water, 29.65 percent. 1262

SULFA FOR DANDRUFF AND FALLING HAIR—A formula containing sulfanilamide is announced which is used with success in dissolving dandruff and preventing hair from falling out. 1263

BROMINE FOR OFFENSIVE WOUNDS — A recent report states that unpleasant odors from wounds can be prevented by the use of a dilute solution of bromine or potassium permanganate. 1264

ANTI-GERM ACTIVITY FOUND IN BUTTERCUP JUICE — According to a recent report, growth of streptococci, staphylococci, pneumonia, anthrax and tuberculosis germs and a number of other microorganisms was stopped by juice pressed from buttercup leaves, stems and blossoms, also by a distillate of the juice. It was also stated that anemone juice gave similar results. 1265

**Every effort will be made to furnish additional information on these articles. Where such information is not obtainable, we will refer inquiries to the original source of the article. Write to National Can Corporation, 110 East 42nd Street, New York 17, N. Y. Please mention the number at end of article — also name of the magazine you saw it in.**

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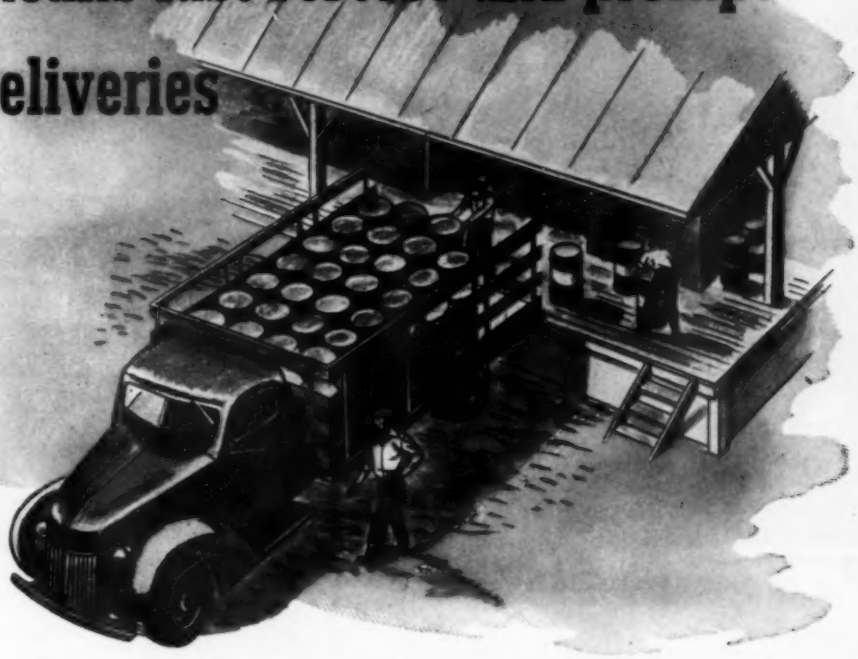

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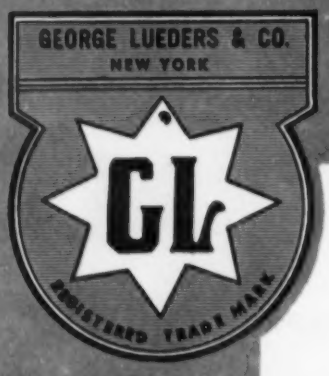


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# *Choose the Hooker Chlorinating Agent that Best Fits Your Process...*

**Whatever method or type of reaction you want to use to introduce chlorine into organic and inorganic compounds you can select the one best suited to your operations from Hooker Chlorinating Agents. Seven Hooker chemicals listed below are available for chlorinating. Their application is so widespread that we can only touch briefly here on a few of their uses in organic synthesis.**

**CHLORINE, $Cl_2$,** readily enters into addition and substitution reactions with many types of organic compounds. With aromatic hydrocarbons chlorine is widely used for the chlorination of both side chains and nucleus of the compound by the use of the proper catalyst. Chlorine is also widely used in reactions with acetic acid, nitro compounds, sulfonic acids, esters and ethers. Hooker Liquid Chlorine made in the Hooker "S" cell conforms to the high standards of the industry.

**HYDROGEN CHLORIDE, HCl,** the anhydrous gas is used to form alkyl chlorides through reaction with alcohols, ethers and unsaturated hydrocarbons. It reacts with organic acid anhydrides to form acid chlorides. Hydrogen Chloride may combine with vinyl chloride, ethylene, and rubber to form many important compounds. Hooker Hydrogen Chloride is supplied in an aqueous solution as muriatic acid or it may be synthesized from hydrogen and chlorine under licensing arrangements with us.

**SULFURYL CHLORIDE, $SO_2Cl_2$,** is commonly used to form organic acid chlorides. It may be used to produce chlor derivatives of phenols and in the presence of certain catalysts to produce chlor derivatives of hydrocarbons or the sulfonyl chlorides of hydrocarbons.

**THIONYL CHLORIDE, $SOCl_2$,** available in a high degree of purity is a popular chlorinating agent because by-products of its reactions are sulfur dioxide and hydrogen chloride, gases readily removed by heating. It reacts with organic acids to form either acid chlorides or anhydrides depending upon ratio of acid to Thionyl Chloride.

**SULFUR DICHLORIDE, $SCl_2$,** is used as a chlorinating agent and in these reactions may be considered the equivalent of chlorine dissolved in sulfur monochloride. It reacts with sodium salts of organic acids to produce acid anhydrides.

**SULFUR MONOCHLORIDE, $S_2Cl_2$, and SULFUR DICHLORIDE, $SCl_2$,** are used in metallurgy to chloridize sulfide ores. They react with unsaturated hydrocarbons introducing sulfur or chlorine, or both in the molecule. Unsaturated fatty acids are treated with these chlorides to produce cutting oil bases. They also find extensive use in the manufacture of dye intermediates, rubber substitutes, military gases, insecticides, and pharmaceuticals. Phenolic resins can be made through the use of these chlorides. The sulfur chlorides which have a ready source of chlorine are ideal chlorinating agents with the added advantages of low cost, ease of handling and storage.

**PHOSGENE (Carbonyl Chloride), $COCl_2$,** is the acid chloride of carbonic acid. With alcohols it forms either chlorformates or carbonates. With amines it forms chloramides, substituted ureas or isocyanates. It enters into many Friedel-Crafts syntheses with aromatics to produce acid chlorides or aryl ketones. It may also act as an agent for direct chlorination. With metallic oxides and sulfides, it gives anhydrous chlorides. Reacting with organic acids it has been used to make acid chlorides and anhydrides.

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**BULLETIN No. 328A,** a technical discussion on Hooker Chlorinating Agents, gives more information on these chlorinating agents and is available upon request. Our technical staff is also at your service in helping to solve problems involving the introduction of chlorine into organic chemicals or in the application of any of the many Hooker chemicals.

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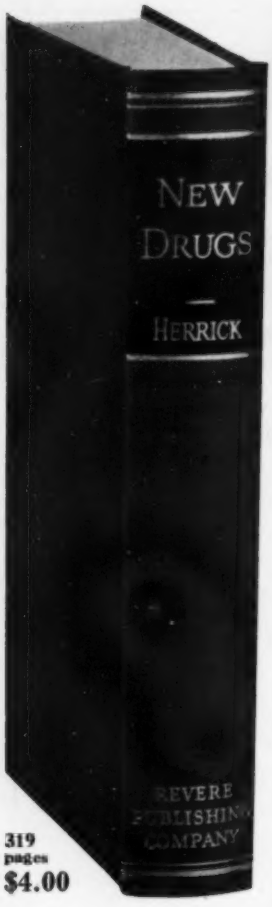


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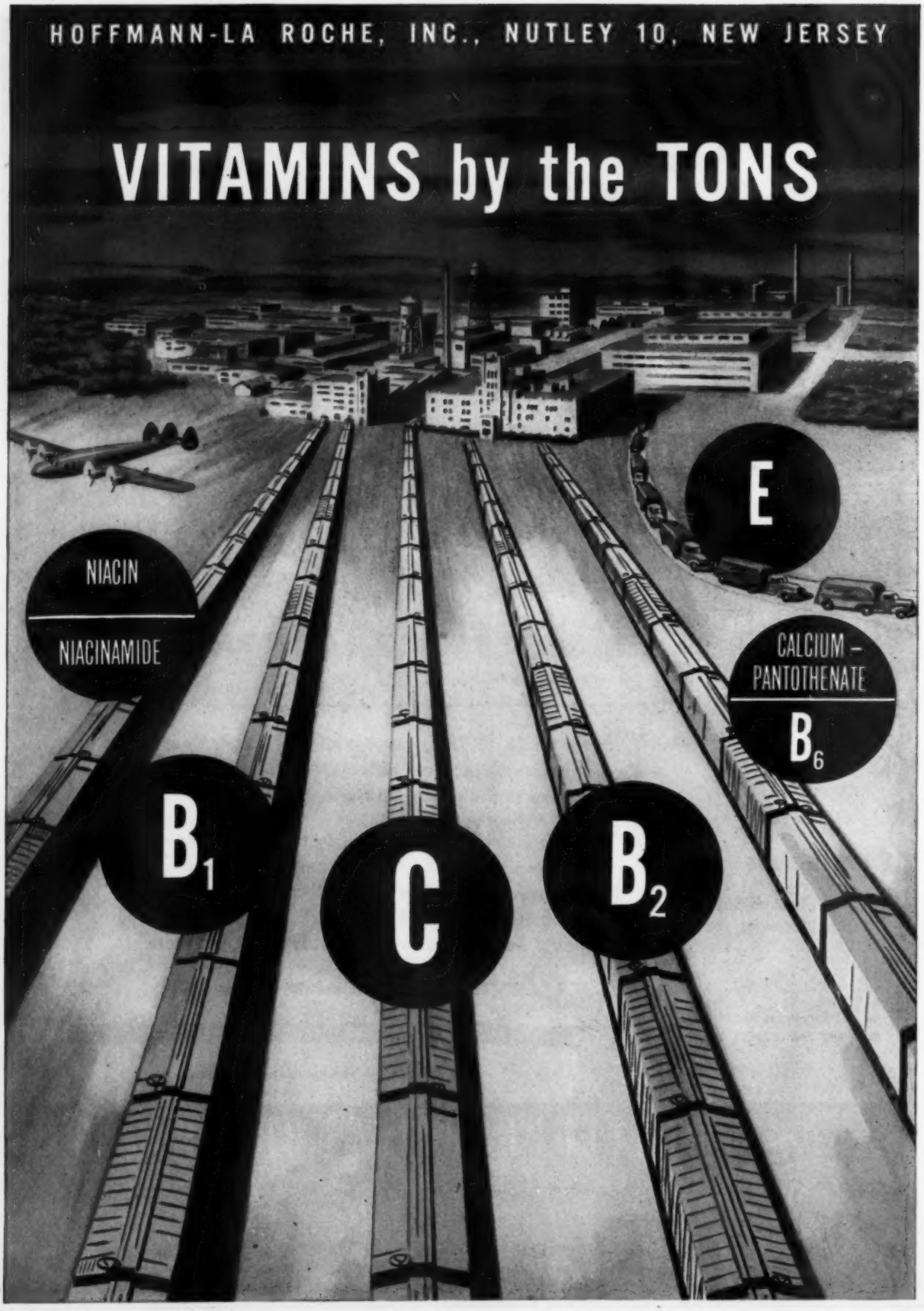
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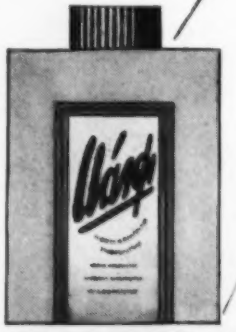

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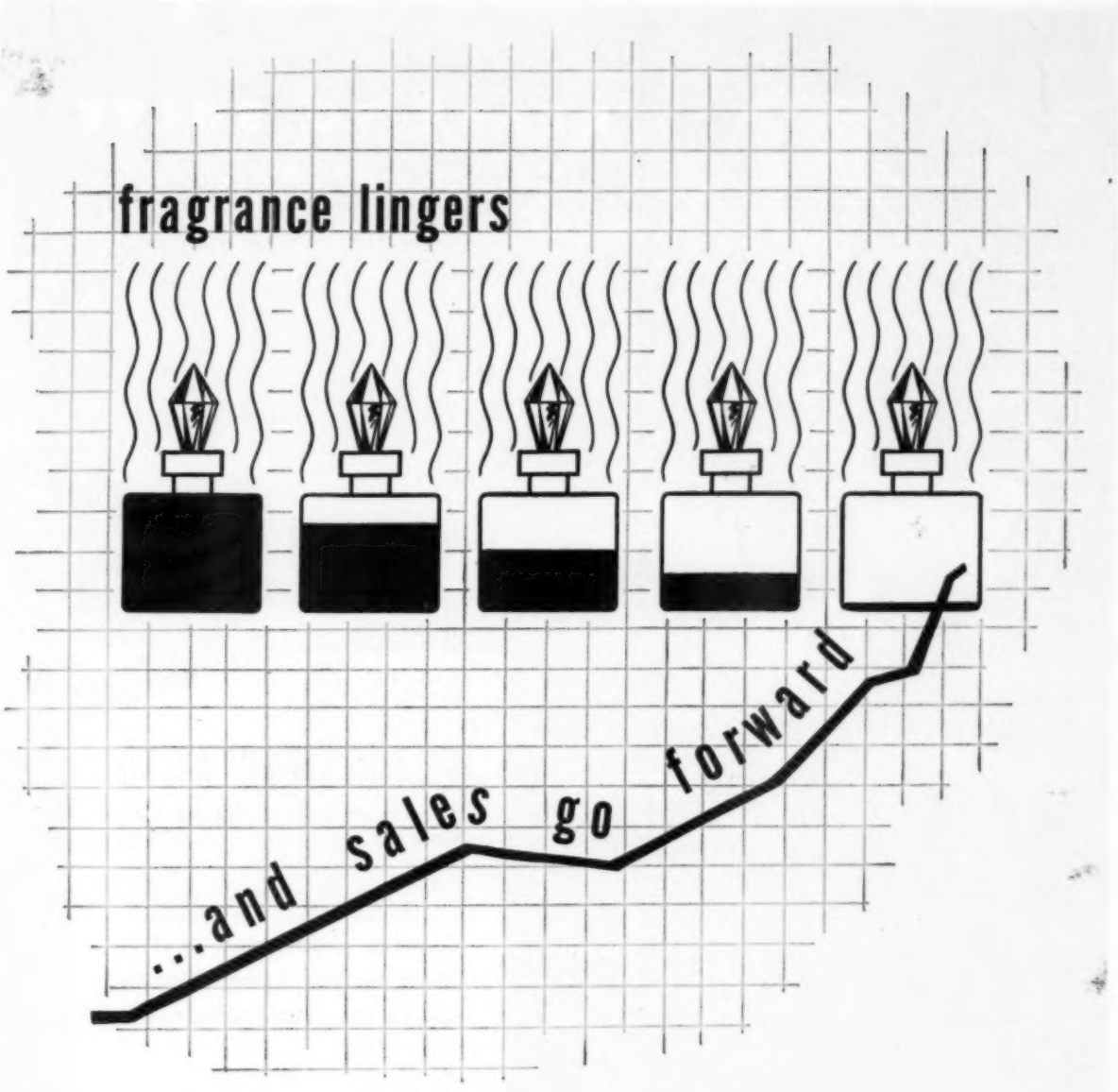


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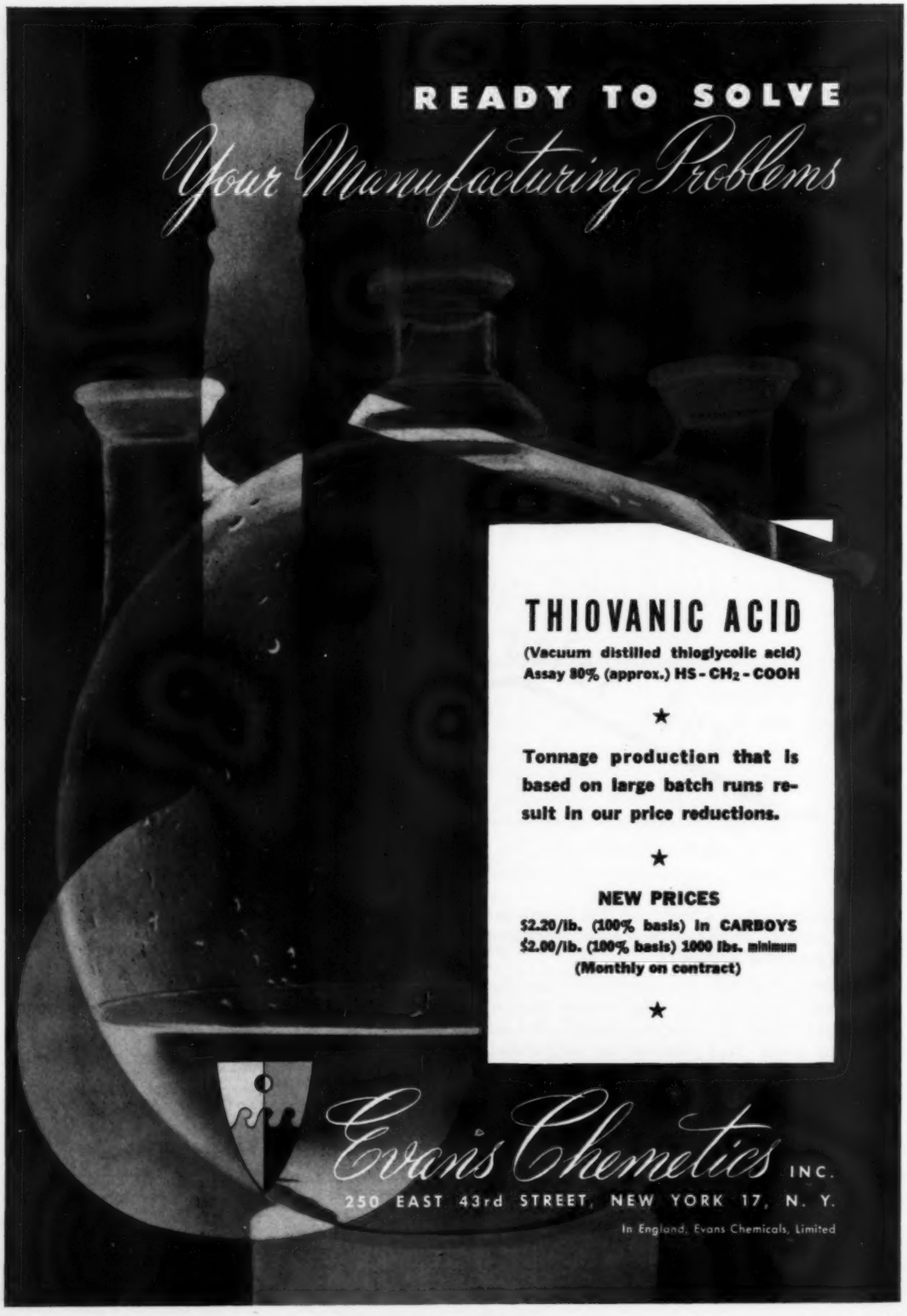
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### Meeting a Market . . . Better than Half Way

First Aid products and Foot Health products are important to the retail drug store. Combined, the sales volume tops $80,000,000 a year, through all types of stores. Eight pages of the April issue review the past, present, and future of these sales through drug stores, and give concrete information to the druggist on how he can boost his volume. Another example in the growing group of solid, sales stimulating features appearing in every issue.

### How and Why Men Buy

A man may spend the better part of his time trying to please a woman, but when he shops, he wants to shop in a world of his own. That's why this issue gives complete information on the problem of setting up a successful department for men's grooming essentials. It provides a simple formula that will make druggists more alert to this growing market.

### Matching Color in Design With Colorful Editing

Because the editors believe that a story should be told in the right way, and in full, this issue features a five page article on color in store design, in full color. This feature, prepared with the aid of the Paint Division of Pittsburgh Plate Glass Co., not only tells all, but shows all. Reprints are available on request.

### Better Stores Will Sell More and Better Merchandise

In addition to the full color article on color dynamics, the April issue also features a four page complete report on a new, exciting self-service store, plus four more pages of prescription room designs. Better prescription rooms, enhancing the professional services of the store, combined with neat, clean, impressive merchandising walls and counters will guarantee the drug store's future as the best place to sell quality, nationally advertised products.

**AMERICAN DRUGGIST, 572 MADISON AVENUE, NEW YORK 22, N. Y.**

# It's a better anti-perspirant cream... thanks to ATLAS Non-Ionic Emulsifiers

To be ideal, an anti-perspirant cream must be soft, non-sticky and easy to spread. But at the same time it must contain enough astringent salts *really* to repress perspiration.

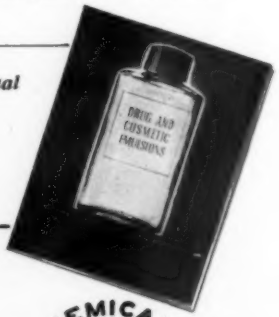
That is why the formulation of a good anti-perspirant cream is a difficult matter. Because the salts themselves are acidic — and acids are tough on emulsions.

There *is* a way, however, to overcome problems of stability and texture in anti-perspirant creams and still include the necessary amount of salts. This is by the use of Atlas non-ionic emulsifiers.

For example, a combination of five percent each of two Atlas emulsifiers gives excellent stability in the presence of twenty percent, or more, of salts and other electrolytes. The texture of the cream is improved, too, because of better emulsification.

Stability in the presence of acidic electrolytes is only one of the properties Atlas non-ionic emulsifiers can impart to cosmetic formulation. For complete information, write for the 60-page manual illustrated below. If special problems are involved, our research staff will be glad to co-operate.

***This Comprehensive Manual Available on Request. Write on your Company Stationery.***




**ATLAS** INDUSTRIAL CHEMICALS DEPARTMENT

CHEMICALS ATLAS EXPLOSIVES

ATLAS POWDER COMPANY, Wilmington 99, Del. • *Offices in principal cities* • *Cable Address—Atpowco*

"Have you something that will just make him hold my hand?"

# KEEPING POSTED

## Impossible Silver Situation

SILVER cannot be bought in anything like sufficient quantity and supplies of silver salts are available only in very small quantities. This not only affects the production of silver salts which are essential for many uses as remedial agents, but it affects many other industries which are large users of silver. The photographic process absolutely depends upon silver salts. Photo-engraving, by which halftones for all reproductions in all types of publications and in all printed advertising, is threatened with a shutdown until silver is available. Mirror manufacturers, electrical equipment manufacturers, automobile manufacturers and others are in dire need of supplies of silver but they cannot obtain them. In addition, chemical and drug manufacturers are very fond of silver in the manufacture of much of their equipment. The first cost is very high compared with stainless steel or other materials, but for certain uses the high cost of silver is well worth while.

The reason for the silver shortage is not far to seek. It goes back to the well-known block of ten United States senators from the five western silver states. Ten senators out of a total of ninety-six is quite a handful. They are able to trade their votes on other measures in which other senators are interested and thus get the support of these other senators for their legislation to increase the value of silver. The states that these senators represent are interested, by and large, in nothing else than silver. The main interests of the states are the silver mines, and a very large percentage of the citizens of these states are either interested in mines in one way or another, owning stock in them, working in them, or deriving their business livelihood as a result of the spending of those who do obtain their incomes from the activity of the silver mines. Therefore, these senators, when they turn their talents and their power to improvement of the value of silver and disregard all other considerations of the states or the country, are operating in the way that the citizens of these states would have them act. For this reason, these senators are elected and reelected so long as they work in the interests of silver.

The latest action on the part of these senators has resulted in the current dearth of available silver. This action is an attempt to increase the price of silver from a price of approximately 71 cents per ounce to approximately $1.29 per ounce. The power of the silver bloc in Washington was sufficient to have the legislation bringing about this change attached as a rider to the Post Office Bill. How to get the Post Office Bill enacted without the rider is the problem. But in the face of a possibility that the silver bloc will get away with this legislation and bring about this sharp rise in the price of silver, no one will sell the silver which they have. Naturally they are leaving it in the vaults to be sold at the higher prices, if they are authorized, and they state that they have none. Some are letting out small amounts that they are currently receiving, but they are letting out precious little of their own.

It is said that the silver offered a compromise. This compromise is an immediate rise in the price of silver to $1.03, with the higher rise becoming effective within a year. Naturally this would not change the situation to any marked degree since anyone getting any silver at the $1.03 price would hold on to as much as he could afford until the price became $1.29. Such a compromise would simply prolong the time during which silver will be scarce.

The only way in which the situation can be overcome is by some means of curtailing or breaking the political power which the silver bloc wields in Washington. This is a tough nut to crack. However, if enough people show an interest in changing the situation it can be done by some such method of other states threatening with defeat any of their senators or representatives who vote with the silver bloc on silver legislation.

## Lilly Plant Expansion

ELI Lilly & Company is going in for real plant expansion to "catch up" according to Eli Lilly, president, on its pharmaceutical production program. The company is taking over, for $2,500,000, a government-owned plant at Indianapolis which was formerly used by Curtis-Wright for the manufacture of propellers, (remember when Francis Chilson proposed in this publication the use of these plants by manufacturers in this industry?). Lilly will use half of the plant for expansion of manufacture of pharmaceuticals and biologics, as well as streptomycin, the remainder being used for storage. Total floor area is 559,827 square feet, and the site is more than 10 acres. But this is not all for Lilly who has also purchased the Stokely Foods building in Indianapolis for about $1,600,000.

### Atabrine Now Over-The-Counter

ATABRINE, the antimalarial, may now be purchased without a doctor's prescription, according to a recent ruling of the Food and Drug Administration. This action on the part of the FDA is said to follow a report of the Board for the Coordination of Malaria of the National Research Council, which after intensive study, stated that effective suppression of malaria could be accomplished for longer periods of time by proper use of atabrine, and that "available evidence indicates that this end may be achieved without danger to the individual. The report stated further: "Experience in the past two years has demonstrated conclusively that quinacrine (atabrine) when properly administered is fully as effective as quinine in the termination of the acute attack and is safer than quinine." Winthrop Chemical is now offering boxes of 15 tablets each sufficient for one course of treatment.

### Penicillin Developments Continue

SODIUM penicillin in crystalline form is now in production at the plant of Commercial Solvents Corporation. This product is said to be heat stable and of a higher potency—1,400 to 1,500 units per milligram—than heretofore commercially available. It is claimed that this new form eliminates the need for refrigeration and that the product can be stored at room temperature without danger of loss of potency. Thus a physician can carry a supply in his bag at all times for emergency use. Production of this form of penicillin has long been anticipated. Penicillin as it was produced during the war was admittedly impure and the crystalline material was produced by many manufacturers for experimental use. Commercial production of this form was prohibited by the demand of the Armed Forces for the largest possible quantity of the drug. When the war was over and supplies caught up with demand it was anticipated that manufacturers would turn to production of the purer form. Demand is still greater than supply but, even in the face of this condition, Commercial Solvents is understood to have interrupted production by closing down its plant for a considerable period of time to make the change to the new form of the drug. The theoretical potency of pure crystalline sodium penicillin is 1,650 units per milligram, so this product is a slightly impure crystal. Now that one manufacturer has gone to this purer form for its entire production at no increase in price, other manufacturers can be expected to follow suit.

Attempts to synthesize penicillin have not as yet been crowned with success, according to Dr. R. B. Woodward, of Harvard University. The stage was reached long ago where penicillioc acid could be synthesized, and chemists knew that penicillioc acid was equal to penicillin plus one or more molecules of water. The removal of this water in the molecule has thus far proved an insurmountable problem. "It represents," said Dr. Woodward, "the most difficult problem organic chemists have ever encountered. In my opinion, it can be solved." Dr. Woodward told of the belief that the efficiency of antibiotics, such as penicillin and streptomycin, is directly attributal to the structural relation of the atoms that make up the molecules. Thus, though two molecules may contain exactly the same atoms, the difference between the way the atoms are arranged may make one of them impotent within the body, and the other an efficient drug. In other words, as is common with organic chemicals, there are isomers of these products, some of the isomers being less efficient than others, or not effective at all.

Another interesting development in penicillin comes in the marketing of the drug by one pharmaceutical manufacturer. Lederle Laboratories has cut the price of the oral preparation by fifty per cent, bringing the cost per unit in injection form and oral form to the same level of value. Inasmuch as oral penicillin must be taken in larger unit dosage to accomplish the same blood level as administered by injection, the cost of the oral type of preparation from the point of view of the patient should be lower rather than higher, and pricing them at the same level at least gives some sort of a break to the user of the oral preparation.

### Majority Don't Brush Their Teeth

LEST we think that we are advanced in this country in the ways of oral hygiene, let us heed the word of H. Berton McCauley, D.D.S. who says that the majority of the American people do not brush their teeth; half of them do not even own a tooth brush. Only 185,300,000 tooth brushes were made in this country in 1944, says the doctor, and of these, 78,800,000, or 43 per cent, were distributed directly to the Armed Forces, the Red Cross, and export agencies. The remaining 106 million brushes available for civilians represented a major increase over the 70 million brushes purchased in this country in 1939, the last normal peacetime year.

According to Dr. McCauley: "Since approximately 220 million would be required to supply with two brushes yearly each person who is more than two and less than 60 years in the United States, it is evident that, even in the flush of wartime prosperity, the majority of Americans do not use tooth brushes."

Dr. McCauley has certainly pointed the finger at the ability of advertising to sell a market. Here is a market which is only under constant attack with all sorts of advertising of tooth brushes and dentifrices, but which also has the cooperation of educators through the public school systems of the country, and the market is not over half sold.

### Strikes Make Year's Business Uncertain

"TODAY there is the greatest need for containers in the history of industry and our facilities are adequate to maintain a level of production that should reduce the effect of current inflated costs," says D. W. Figgis, president of the American Can Company. "No one, however," he continues, "can do more than guess as to the final effect of the general strike situation upon the year's industrial accomplishment. In addition to production lost through shut-downs of some of our plants, the closing of the steel mills creates a problem which we share with thousands of others. Every day of lost production in the steel mills means a loss of materials that cannot be replaced."

### Brooks Resigns from Coty

HERMAN L. Brooks, long an outstanding figure in the cosmetic industry of this country has resigned his position as president of Coty, Inc. For many years, Mr. Brooks has served the industry well as president of the Toilet Goods Association holding this position since the formation of the organization in 1935. Many trying years occurred during this period and Mr. Brooks was always in the front actively leading the fight for those things that were for the benefit of the entire industry. We sincerely hope that Mr. Brooks continues his close association with the industry from the selfish angle that then he will continue to serve in the able way that he has for so many years.

### Navy Surplus Toiletries

NOW the Navy is disposing of its surplus toiletries. Goods, valued at $2,250,000 are being sold and these consist of lather shaving soap, $400,000; brushless shaving cream, $200,000; tooth powder, $360,000; tooth paste, $70,000; shampoos, $300,000; hair tonics, $160,000, and other products such as skin creams, shaving brushes, and tooth brushes. It is interesting to note that the surplus of brushless shaving cream is only half the stock of the lather type although nationwide consumption of the brushless is only about twenty per cent of the market; and it is also interesting to note that the surplus of tooth powder is more than five times that of tooth paste although everyone knows that the tooth paste market is three or four times that of the tooth powder market. It looks as though the Navy buyers rather overstocked themselves on brushless shaving cream and tooth powder. Hospitals, government agencies, and other priority buyers get first shot at these surpluses, after whom come the veterans.

### Germ Resistance to Penicillin

THE development of resistance by germs to penicillin, and also by streptomycin, is receiving increasing attention. It will be recalled that Sir Alexander Fleming, discoverer of penicillin, called attention to this danger at a dinner given in his honor in New York last June. The latest scientist to point out the danger is Dr. Hans Molitor, of the Merck Institute for Therapeutic Research, who predicts that these drugs will be useless against disease within a span of five to ten years in the future. New antibiotics will then be needed, according to Dr. Molitor, unless some chemist can synthesize penicillin and then change it enough to make it continually useful.

When penicillin was first being used, reports of development of drug-fast cases were reported, and the number of this type of case was said to be much greater in the instance of penicillin than in the instance of the sulfa drugs. One thing that can be done to protect against such a development is pointed out by Dr. Molitar just as it was pointed out by Dr. Fleming. That is to refrain from giving these drugs to any patient unless it is absolutely necessary. Use of lozenges, salves, tablets and the like from which the patient gets only small quantities of the drug, or use in diseases which it does not remedy, such as influenza, will hasten the day of penicillin's usefulness, says Dr. Molitar. Incidentally, there are several forms of penicillin, known as F? G? K? and X. Penicillin K is said to have only one-tenth of the therapeutic effectiveness of other types and cooperative studies are being made on how to step up the yield of penicillins F, G, and X.

### Kefauver Bill Changed

THE Kefauver Bill has been rewritten and reintroduced as H.R. 5535. Provisions which have been eliminated are the most objectionable ones, namely the provision whereby the Federal Trade Commission was empowered to review in advance and approve or disapprove plans for corporate mergers, and the provision that any acquisition was prohibited if the combined sales aggregate of the resulting merger totaled 5 per cent or more of the total sales in this line of commerce during the preceding year. As the bill stands now it amends sections 7 and 11 of the Clayton Act in that in addition to prohibiting one corporation from acquiring the whole or any part of the stock of another corporation where the effect of the acquisition would be substantially to lessen competition, it also prohibits acquisition of the assets of one corporation by another corporation where the effect would be the same.

### Atomic Metals Exhibited

SOME phases of the atomic bomb made their appearance at the exhibition held in St. Louis at the American Association for the Advancement of Science held late last month. Under continuous heavy guard, against theft, Mallinckrodt Chemical Works displayed metallic uranium, an extremely heavy, steel-hard metal; brown uranium dioxide, $UO_2$; orange uranium trioxide, $UO_3$; black uranium trita-octa-oxide $U_3O_8$; green uranium tetrafluoride, $UF_4$; and yellow uranyl nitrate $UO_2(NO_3)_26H_2$). Mallinckrodt plays a vital role in production of atomic energy by producing and purifying the uranium compounds required.

### Streptomycin Evaluation

ELEVEN companies vitally interested in streptomycin—Abbott, Commercial Solvents, Pfizer, Squibb, Eli Lilly, Heyden, Merck, Parke Davis, Schenley, Upjohn, and Wyeth—have contributed in equal shares a sum totaling $500,000 to the National Research Council to finance a program for the clinical evaluation of the drug in infectious diseases by the Council's committees on chemotherapeutics and other agents. Dr. Chester S. Keefer of Boston, who headed the clinical investigation of penicillin for the OSRD during the war, will have charge of the new program to develop a report on "Streptomycin: The Incidations, Contra-Indications, Mode of Administration and Dosage." Production of the drug increased from approximately 3,000 grams last September to approximately 27,000 grams in March, equivalent to 27,000 vials of one million units each.

### Lever Brothers Drop "Vimms"

ABOUT a year and four months after Standard Brands discontinued their widely advertised brands of vitamin preparations, Lever Brothers follows suit and announces discontinuance of the sale of "Vimms" as of April 1. As was the case with Standard Brands, Lever Brothers request the return of all stocks and will reimburse dealers at full purchase price. Vimms were introduced four years ago, but the company "has decided upon a post-war policy of concentrating all sales, advertising and promotional activities on dentifrices, toilet articles and soaps," stating that "these are related items, which respond to our type of aggressive advertising and merchandising."

This action on the part of Lever Brothers is just added evidence of a fact already proven, namely, that vitamin preparations cannot be sold in worth while volume as out and out consumer advertised proprietary preparations. As we heard the story some years ago, Lever Brothers were determined to establish themselves in the vitamin business and called in all their various advertising counsellers to tell them how this could be done and just how much it would cost. Money was not much of a consideration. The cost was determined and the job was to be done. In those days the strength of the ethical houses in the field of vitamins was not appreciated. Now everyone in the industry knows that no amount of money can overcome the strongly entrenched position of the ethical sellers of vitamin preparations.

Some time ago we analyzed the vitamin market and stated that the seven leading proprietary sellers of vitamin preparations sold only 12½ per cent of the market all together. Now two of these sellers have quit in disgust. Who'll be next?

### Civilian Drug Sales Rise

NOW that the war is over, manufacturers in this industry are paying more attention to sales figures for civilian supplies, and these civilian goods sales continue to mount. Abbott Laboratories for 1945 showed an increase in sales of goods for civilian consumers of 22 per cent over 1944, and 77.6 per cent over 1941. Civilian sales for January 1946 were 61 per cent over January 1945, and for February 1946 sales were 48 per cent over February 1945. Norwich Pharmacal Company civilian sales have increased from $4,179,458 in 1938, to $8,848,290 in 1945. A slight increase of 3.3 per cent was registered in these sales in 1945 when they increased to $8,848,290, from the 1944 figure of $8,566,233. During the period of 1938 to 1945, sales of Norwich label goods increased by 124 per cent. Pepto-Bismol sales expanded more than nine times during this period, and export increased five times.

American Home Products, which is not only a drug and cosmetic manufacturer, but also a food manufacturer of steadily increasing importance as well as a manufacturer of polishes, waxes, dyes, mops, and numerous other household items, reached a new high in sales during 1945 when they turned in a total of $116,089,296, against $102,371,513 in 1944. Among the chemical manufacturers supplying the pharmaceutical and drug industry, Pfizer showed a sales increase of 12.7 per cent for 1945, the figures being 1945, $27,538,047; 1944, $24,436,390.

### Tooth Brush Might Reinfect!

THE very latest in tooth brush advertising—reproduced here from the New York "Daily News"—warns against reinfecting yourself. "after colds and other illness" by using the tooth brush which you used before you recovered from the illness. It seems to us that it would be quite a battle to prove or to disprove the reinfection claim in many conditions other than Vincent's angina and some other mouth infections, and particularly in the case of the common cold. What with the various

tooth pastes and tooth powders which contain soaps and other somewhat antiseptic ingredients, it might be rather difficult for a tooth brush to reinfect in a large number of conditions. But what surprises us most of all is that a tooth brush manufacturer dares to raise the threat that a tooth brush might reinfect. We should think that this might scare some people against using a tooth brush at all—might drive them to use the tooth paste or powder with their fingers which they can wash and scrub clean.

### Federal Poison Labeling Law Wanted

A FEDERAL Poison Labeling Law is required in this country to round out the laws of the country having to do with foods, drugs, cosmetics, and various types of chemical compounds, according to Charles Wesley Dunn, counsel for the APMA. Mr. Dunn states that because of the terrific maze of state laws covering this subject, and in the absence of any Federal law, a manufacturer finds it almost impossible properly to prepare his labels for these products in accordance with existing statutes.

### General Ulio As A Civilian

THE name of Major Gen. James A. Ulio, U. S. A. hasn't meant much to the members of this industry up to now but it did to every GI in the recent war. Major Ulio was Adjutant General of the Army and all directives and various other orders which GI's read, bore his signature. But no longer will the Army be concerned with him, but this industry might well be. For Major Ulio has retired and is now vice-president of Food Fair Stores, a grocery store chain with ninety units in five states, and he is calling upon the manufacturers who make both food and drug products to make their drug products freely available to grocery chains. General Ulio thinks that drug and cosmetic departments fit into the future of food and super-markets. "And may we add that food manufacturers making drug items get on the bandwagon," he said, "Don't hold your items from the grocery field. The drug stores don't pull any punches with grocery items."

### Streptomycin Reports Coming In

STREPTOMYCIN seems to be finding its place in our therapeutic arsenal although much work remains to be done before its complete scope of effectiveness in the treatment of disease is established. Reports of extensive clinical work have shown favorable results in tularemia and tuberculosis. Reports on other diseases will doubtless follow as supplies are more freely available and the medical profession generally has a chance to appraise it in a wide variety of diseases.

### Californian Drugs and Oils

CALIFORNIA is continuing its work to become a supplier to this country of drugs, volatile oils, and spices which, prior to the recent war, were solely imported products. While California drug farmers have produced products in this category with an annual volume of $1,000,000, a post-war potential of $32,000,000 annually lies ahead, according to Monroe C. Kidder, director of oil and drug production, California Polytechnic School. The California legislature recently placed before the Governor for approval a bill providing for $110,000 for further experimental work to be carried on at California Poly on products such as Jap mint, Turkish tobacco, caraway, sage, French lavender, and licorice. "The legislature of 1943 set up a division under the California Polytechnic School to develop drug plants, essential oil producing plants, and associated economic plants which we have been importing from foreign countries in excess of $32,000,000 annually," says Kidder, who continues, "With this small appropriation of $35,000 to cover the biennium, our division has been able to develop planting of Dalmatian sage, French majoram, Spanish thyme, Italian lavender, and other crops. One company in San Francisco, the Spice Islands Company, has developed a gross business from our domestic production starting with $500 to more than $250,000 last year.

"In 1942, our division, with a half acre of Japanese mint roots for the production of menthol which heretofore had been imported from Japan, has directed and aided and encouraged production of 350 acres of Jap mint, growers of which are producing as high as 80 pounds of oil per acre. Growers are under contract with the Mentholatum Company and the Vick Chemical Company."

Three carloads of licorice were shipped to Camden, N. J. Cultivation of the Cascara Sagrada tree now represents a $400,000 crop with a harvest of 1,000 tons of bark. In Imperial Valley, Egyptian henbane, source of scolpolomine, is being successfully grown. Japanese internees in Northeastern California laid the basis for a future source of gum camphor and oil, having planted thousands of trees at the internee center during the war. Pyrethrum plants are also under cultivation at the center. Thyme, sage, paprika, mustard and other garden varieties are important secondary crops. A total of 67 varieties of medicinals and herbals are being produced commercially in the state.

### Make It Look New

A PROVEN formula of building business cannot be overworked if one is smart enough to vary the details of the formula with the changing times. In most cases where companies who have built their businesses in certain ways fail to hold their relative positions, those in charge of these companies have failed to recognize the formula itself and instead have confused the details with the basic formula. Most everyone knows that there are only some fifteen roots or stems for all the jokes that have been told since man learned to tell jokes. Yet successful comedians and gag writers are able to continue to flood people with a continuous stream of what are considered new jokes without anyone being able to recognize the original stem. Thus it is in the conduct of a business. There are only so many basic methods of conducting a business, but the trick is to conduct a business on sound proven lines with the appearance of doing something entirely new and different.

### Truman Health Plan Polls

A WASHINGTON, D. C. poll on President Truman's national health plan, conducted by the "Washington Post" showed 70 per cent in favor, while an Iowa poll conducted by the "Des Moines Register" showed 40 per cent in favor, 49 per cent opposed, and 11 per cent no opinion.

### National Science Foundation Proposed

CREATION of a National Science Foundation with an Administrator at $15,000 per year, and a Deputy Administrator at $12,000 is proposed in a bill introduced by Senator Kilgore for himself and Senators Magnuson, Johnson, Pepper, Fulbright, Saltonstall, Thomas, and Ferguson. The Foundation would have divisions of mathematics and physical sciences, biological sciences, social sciences, health and medical sciences, national defense, engineering and technology, scientific personnel and education, publications and information, and such other divisions, not to exceed three, as the Administrator, with approval of the board, may establish. The board is the directors of the divisions and the Administrator. Scientific committees for each division shall number from 5 to 15, except the national defense committee which is limited to 40, at least half civilians.

# BUILDING COSMETIC

By FRANK HEAD

Vice President
and General
Merchandise Manager
United Cigar-Whelan
Stores Corp.

In 1938, when the present management took over the operation of United-Whelan, only a very small number of our drug stores had a cosmetic business. The number of lines was limited. There was relatively little active promotion of those lines, and practically no advertising to exploit them. The management at that time did not have the good will of the suppliers and showed little interest in the development of the business.

But today, the situation has changed. Whelan has earned and enjoys the good will of the suppliers, as well as the consuming public, and our present cosmetic business is one of the most outstanding in the retail field.

In 1938, Whelan had but a handful of cosmeticians. Today, Whelan has over 300 cosmeticians plus an additional number of cosmetic salesgirls who are in training to become expert cosmeticians. We sincerely believe that, today, we have the best trained and most interested cosmetic staff of any retail organization.

Within the past five years, Whelan Drug Company has spent thousands of dollars in improving and modernizing its cosmetic departments. Prior to '38, with the exception of a few, isolated-stores, very little space was given to cosmetics.

Today, this department is given the most prominent location in our stores, and in all of our new stores and in the rehabilitation of our few remaining sub-standard stores we intend to install, where the width of the store will permit, large center aisle type cosmetic departments similar to those already installed in over 81 Whelan stores. In our smaller stores where space does not permit, we provide the side wall type cosmetic department. In both type installations, we use the modern, Columbia fluorescent lighted cases and at the present time we have in use throughout our chain, in excess of 1500 such cases.

Whelan is interested in the development of the cosmetic business because 1. With the exception of the soda fountain, it enjoys the highest percentage of gross profit; 2. Due to Fair Trade, profit is protected; 3. It is one of the largest traffic builders of women customers; 4. Builds prestige for the store; 5. The larger food markets, self-service stores and variety stores will be less interested in the sale of cosmetics because of the

# CHAIN STORE VOLUME

difficulty in merchandising them, as (a) they require intelligent sales people to service the customers; and (b) they do not lend themselves to the open counter display; 6. Aside from food products, more money is being spent today on cosmetics and toiletries than on any other products.

The following steps are necessary in building up the cosmetic volume in chain drug stores: 1. Top management's interest; 2. The physical set-up of the department; 3. Complete assortment of merchandise; 4. Departmentalization of merchandise lay-outs; 5. Selection and training of cosmeticians; 6. Display and advertising; 7. Merchandising of the department; 8. Supervision; 9. Final results.

Now, let's take the first phase—top management's interest. Every executive from the president down, including the entire field organization, must be interested.

Before Whelan embarked on its present cosmetic program, Mr. Baumhogger and myself, as well as others in our organization, visited many chain stores, department stores, and some better independent dealers, to observe the kind of installation that they were using in the development of their cosmetic business, and from these observations we developed a department which embraced all of the outstanding features of the departments in the stores we inspected. We then selected one store in which to install a test department where the operation could be closely watched and all the imperfections corrected.

From this first test department we found out, after a few months' experience, that the original installation was entirely too small to take care of the variety of merchandise necessary and to justify the expense of the personnel required. The results of this experimental installation served as a pattern for all of our future cosmetic departments.

Of all buying positions, I rate the buyer of cosmetics the most important. To be a good cosmetic buyer, one must have an all-around general knowledge of cosmeti · and perfumes, a natural flair for the merchandise, an artistic sense, and a keen awareness of style trends. Also, it is my opinion that the buyer of cosmetics must, likewise, do the selling. I know that in many, many chain organizations the buyer of cosmetics has nothing

ucts throughout our stores generally.

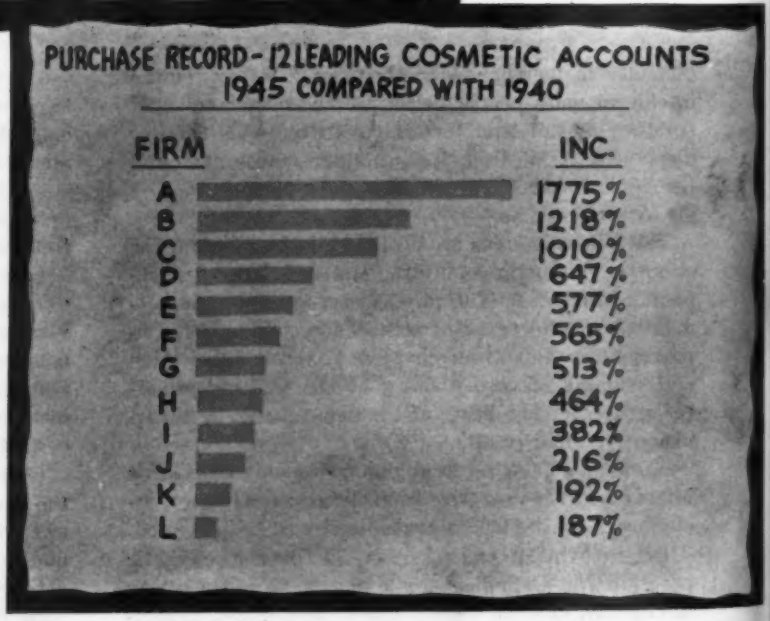
From our own experience, we have found it highly desirable to employ a woman as cosmetic buyer. Because of her knowledge of the merchandise, gained through personal use, she is better qualified to give the proper selling information to our cosmeticians and to get their all-around cooperation on the sale of cosmetics.

The second phase of building a cosmetic volume is—the physical set-up of the department.

In many chain and independent stores, the cosmetic department is generally placed along

to do with the selling of the merchandise. The selling was left entirely in the hands of the merchandise division which was responsible for the advertising and promotion of the merchandise. This practice results in great confusion, as the supplier who contacts the buyer oftentimes does not have the opportunity to convey, first-hand, to the advertising and sales promotion department his thoughts on how the merchandise should be exploited and advertised. Personally, I feel this is the wrong kind of set-up in order to do an efficient job on the sale of cosmetics.

In our organization, the buyer has the full responsibility for the inventory of merchandise in his department. He does the buying and the selling. He is responsible for the markups and the markdowns, and the advertising and the sales promotion of the prod-



the side walls. Our experience has been that wherever you have sufficient width, the department should be of center aisle construction, in the front of the store.

In many locations where we formerly had cosmetics along the side walls, our cosmetic sales doubled, and in many instances tripled, after the center aisle department was installed.

The reason we attach so much importance to the center aisle type of department is that we feel cosmetics have to be more or less separated from any other department in a drug store. We further feel that illumination is as necessary to the success of the cosmetic business as it is to the success of the jewelry business.

I think another thing that is of the utmost importance is miscellaneous equipment for the stock-keeping of small cosmetic items, such as rouges, lipsticks, manicure items, face powders, etc. Also a part of Whelan's standard equipment are the trays which are used for lipsticks, rouges and manicure implements, and other cosmetic sundries, such as powder puffs, complexion brushes, cosmetic bags, etc. Generally, in Whelan's cosmetic set-up one full case is devoted to the entire showing of lipsticks; another to rouges, compacts, etc., and another to miscellaneous cosmetic items.

Another tray we use quite successfully, and which is a part of our standard equipment, is the tray for face powders. All shades of powder are kept in one tray, making it easy for the cosmetician to select a desired shade without disrupting the other stocks of face powders. In addition, these trays make it easier to keep the stock clean, and they look neat and orderly.

Another piece of equipment which I think is interesting is the drawer fixture we use for the various shades of lipsticks, rouges, etc. The lipsticks are placed in this fixture, top down, making it easy for the salesperson to quickly identify the shade specified.

In our showcase set-up of lipsticks, we attempt to carry the styles of as large a variety of manufacturers as possible, showing the cases only, so that when a customer decides on the style case she prefers, the cosmetician can easily select the case with the desired shade from the drawer fixture.

The cosmetic manufacturers today are competing strenuously with one another to bring out the most attractive lines of merchandise, and we all must admit that they have done a marvelous job in the repackaging and development of new merchandise. In order to give this attractive merchandise the proper setting, the most modern fixtures should be used, and, with the proper setting you are bound to build up not only increased sales on cosmetics, but the prestige of your store, which, in the end, brings about improvement in sales in other departments.

The next step is the importance of a complete assortment of merchandise. To make a success of the cosmetic business, top management must be willing to gamble on its initial investment in stock. From our own experience we have learned that you cannot obtain your rightful share of the cosmetic business, or be known as headquarters for cosmetics unless you have wide variety of merchandise. One or two of the better known cosmetic lines—even though complete in their assortment—is not sufficient to build a cosmetic volume. The more lines you handle—provided you have a department of sufficient size to carry a complete assortment of items—the greater your opportunity for increased sales in the cosmetic department.

In the Whelan operation, we have found that in a great number of our stores it has been necessary for us to enlarge our cosmetic department several times after the original installation, in order to take care of additional lines. For example: In some of our larger stores where we formerly gave a small stock display to manicure preparations, such as: Chen Yu . . . Revlon . . . La Cross etc., we now give them a full, four foot showcase, and our sales have quadrupled.

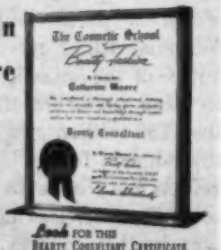
The point I want to emphasize is that the more display you can give to the various individual lines, the greater the opportunity for increased sales.

Now, I know that some suppliers say that when you carry all of the better known manufacturers' lines of cosmetics, their opportunity for increased sales is going to be more or less restricted. This is not so . . . . because if a chain store wants to obtain its rightful share of the cosmetic business, it has to have as wide an assortment of all the cosmetic manufacturers' merchandise as possible, in order to establish in the minds of the consumer that this store is the headquarters for cosmetics, and the supplier who is more aggressive in his merchandising plans and does a better advertising job than his competitor, is going to—regardless of the other suppliers—enjoy an increase in his business.

(*Continued on page 555*)


**WHELAN DRUG STORES . . . Proudly Announce**

**A Sensational, New Achievement in Authoritative Advice on Beauty Care**




EXIT . . . *The Cosmetic Salesgirl*

ENTER . . . *The Beauty Consultant*

*NOW* . . . Whelan Counterlovers are full-fledged Beauty Consultants. They are certified by the Cosmetic School of Beauty Fashion. Admission to this school is restricted to women experienced in selling cosmetics. All accepted students are given a thorough, and rigid training on how to advise you properly in the use of cosmetics. High marks in final examinations are required in order to qualify for a certificate. Whelan customers can, therefore, now depend on receiving expert advice from trained, qualified Beauty Consultants on their individual beauty problems. Seek another "First" for Whelan's!

*Look* FOR THIS BEAUTY CONSULTANT CERTIFICATE ON WHELAN COSMETIC COUNTERS

MISS CATHARINE MOORE

51 OF WHELAN'S COSMETICIANS WERE THE FIRST TO RECEIVE BEAUTY CONSULTANT CERTIFICATES FROM

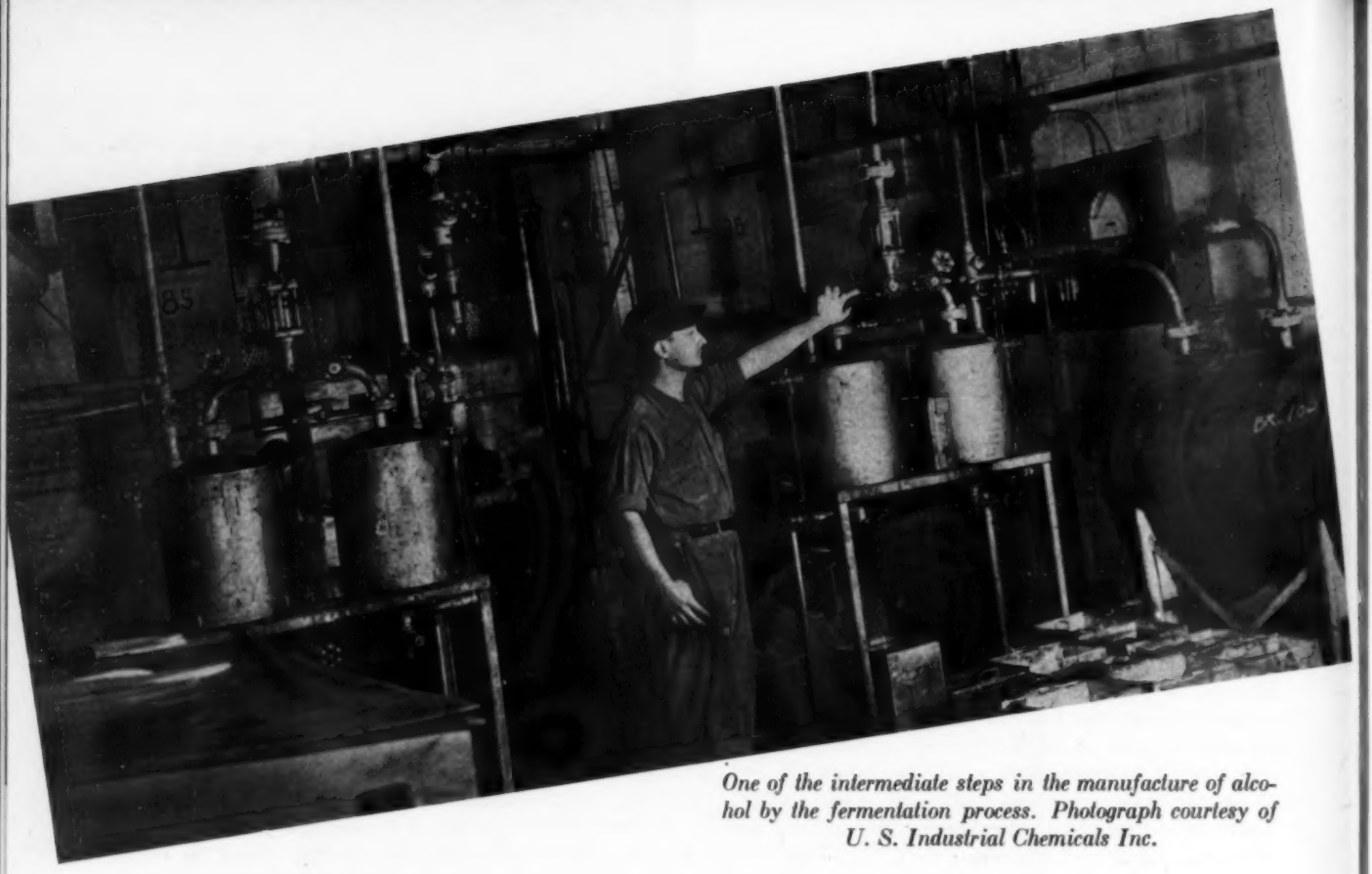
The Cosmetic School of Beauty Fashion

EXPERT ADVICE FROM QUALIFIED EXPERTS

AN INVALUABLE SERVICE . . . AT NO COST TO YOU!

LOOK . . . FOR THE BEAUTY CONSULTANT CERTIFICATE

A HARD COURSE . . . A HARD EXAMINATION



*One of the intermediate steps in the manufacture of alcohol by the fermentation process. Photograph courtesy of U. S. Industrial Chemicals Inc.*

# THE ALCOHOL OUTLOOK

THE alcohol situation is described by interested parties as a "mess." At this time no one has any idea where sufficient supplies are coming from. The picture appears to be as black as at any time in the history of the product. In the first place, as near as anyone can estimate, a demand exists in this country for somewhere around 150 million gallons of alcohol. To fill this demand, alcohol would have to be made from fermentation raw materials or from the synthetic process which uses ethylene as a raw material. Fermentation raw materials are, as is well known, molasses and corn. Due to past difficulties with Cuba over the price of molasses for this country, we are now able to obtain only 75 million gallons of this raw material. Cuba, due to the fact that she could not obtain from this country the price which she desired for molasses, is converting the large share of the molasses into rum and motor fuel. The quantity of molasses available—75 million gallons—if all converted into alcohol, would produce at the most, only 30 million gallons. Corn is not available in any sizable quantity to make up the difference, as farmers do not feel that the OPA ceiling prices are high enough and they refuse to sell at those prices.

To make this picture still darker as far as the molasses situation is concerned, Lawrence Brown, chief of the Chemicals Division of the Civilian Production Administration, recently testified before a subcommittee of the house investigating the grain situation, as to other needs for this molasses. Mr. Brown stated that 160 million gallons of molasses were coming into this country from Cuba, but of this amount, 90 million gallons may have to be sent abroad to meet foreign commitments, leaving only 70 million gallons for all uses in this country. He estimated that of this 70 million gallons, 60 million gallons would be required for manufacture of butyl alcohol, so necessary in all quick-drying paints and lacquers for automobiles, washing machines, etc., and probably half of the remaining 20 million gallons would be needed for the manufacture of alcohol. This reduces the amount of alcohol that can be produced from molasses to about 4 million gallons.

The only sources of alcohol other than molasses and corn, are the synthetic process and the Government stockpile left over from the war. The stockpile is reported to be about 75 million gallons, and the Government has been working feverishly to dispose of it

through the established alcohol distillers, allowing them only a certain percentage of their needs in molasses and forcing them to take the balance of their needs in stockpile alcohol of not-so-good quality. But the picture regarding this stockpile alcohol has changed radically. The amount of natural rubber available from producing centers is far less than it was expected to be. Furthermore the Army wants this material to build up its rubber stockpile. This puts the synthetic rubber program back into high gear necessitating the use of alcohol as well as petroleum for the production of butadiene necessary for manufacture of synthetic rubber. With the termination of the war, it was thought that sufficient synthetic rubber could be produced from butadiene made from petroleum, and alcohol production of butadiene was discontinued last November. But now the demand is found to be so great that alcohol must also be used as a raw material. In speaking on this phase of the situation in his testimony before the house subcommittee, Mr. Brown said that more than half of this stockpiled alcohol had been earmarked for the rubber program. He said he had been informed that 39 million gallons of this alcohol will have to be released for rubber, and that this figure might be increased to 46 million gallons. Projected rubber requirements for the year are placed at 1,000,000 tons, of which 550,000 tons are to come from synthetic sources. This means production of about 40 per cent more butadiene.

Synthetic sources of alcohol do not appear very promising at the present time. There are two synthetic producers in this country, one of whom sells its entire output to one user. This plant was erected during the war and the output was contracted for by a manufacturer of war supplies before the plant was even erected. This producer has entertained the idea of erecting a new plant, but finds that increased cost of plant construction, together with increased costs of labor and fuel would necessitate an increase in his selling price of fifty per cent. If erection of a plant of this type were started now, it would probably be 1948 before it was in production. Full operation of these plants cannot be gauged accurately, and with present conditions, the time of getting the plant fully constructed and working the "bugs" out of the process might take a still longer time. What conditions with regard to alcohol raw materials and demand for alcohol might be at that time no one can predict. Part of a cycle might be completed in Cuba by then—that is high prices of the present might bring larger plantings, and larger plantings might result in excess supplies and lower prices—and this might put the alcohol price down to a level at which a synthetic producer with a high cost plant and high operational costs might have to operate at a loss.

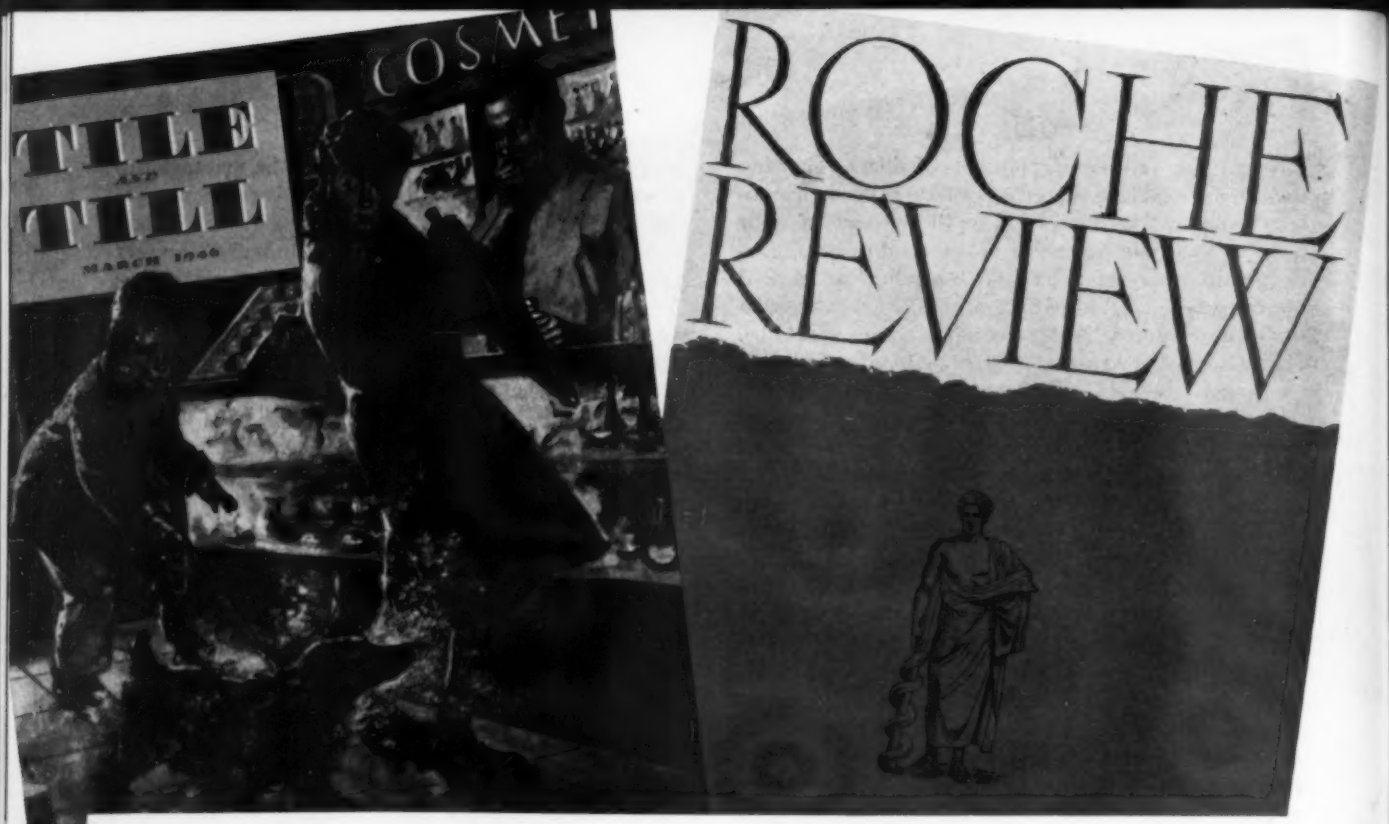
Another synthetic alcohol manufacturer has a cracking plant for the production of ethylene which is the raw material for the manufacture of synthetic alcohol. This manufacturer is reported to have sufficient ethylene cracking capacity for the manufacture of 50,000,000 gallons of alcohol. However, ethylene is a raw material which can be used for the manufacture of other important chemicals which this company produces. At the present OPA ceiling price for alcohol, this company is said to find that it can make a greater profit by using an increased amount of this ethylene for the production of products other than alcohol. Reports are to the effect that this company is not turning ethylene into more than 12 to 15 millions gallons of alcohol per year, the balance of the available ethylene going into the manufacture of the chemicals which bring greater profits.

Manufacturers of alcohol from ethylene are not getting the full value for the alcohol at today's ceiling price of 24 cents per gallon. This figures as follows. The price which the Rubber Reserve pays for ethylene is 4 cents per pound, and this establishes a definite value for ethylene. It takes five pounds of ethylene to make one gallon of alcohol and this gives a raw material cost of 20 cents per gallon. The OPA limits the manufacturing costs and overhead expenses of all types of producers of alcohol to 3½ cents per gallon, bringing the cost up to 23½ cents per gallon. To be added to this is the average freight—since all prices are delivered prices—of 3 cents per gallon, bringing the cost up to 26½ cents per gallon. In order to get manufacturers of synthetic alcohol to take a real interest in full production of alcohol from the ethylene that can be made, an increase of about fifty per cent, or a rise of the ceiling price to 35 or 36 cents is necessary. If such a price were permitted, then increased production of alcohol would be assured.

Because of the acute shortage of alcohol that seems to lie ahead, there will probably be none used for anti-freeze next winter. Since the amount used for anti-freeze is somewhere in the neighborhood of 25 million gallons, demand will be cut by this amount, but this only relieves a bad situation in a rather small way. Anti-freeze needs will be supplied by methyl and isopropyl alcohols—either straight or blended—and by diethylene glycol. There is said to be sufficient methyl alcohol and isopropyl alcohol in sight to take care of the anti-freeze requirements. Methyl alcohol is a cheaper anti-freeze than ethyl alcohol, selling for $1.00 a gallon against $1.45 a gallon for ethyl alcohol, and is therefore preferred by many. However, more methyl alcohol than ethyl alcohol—four quarts for methyl against 3 quarts for ethyl—is required to obtain the same protection so therefore the prices are not directly comparable.

Alcohol seems to be just another of those products that is restricted and placed in an unobtainable position through the type of economics that is now being practised in this country, showing utter disregard for supply and demand, and concerned only with holding prices at levels which result in shortages. These shortages of essential raw materials hamper production of all sorts of things and make the upward pressure on prices still greater. Therefore, instead of tending to keep prices down, the controls, which breed the short-

*(Continued on page 596)*




# Development and Marketing of

By WILLIAM T. DOYLE and A. R. SAVINA

Part IV

## Advertising

*Director of Advertising:* Advertising is an important part of the selling function. It is of first consideration that the director of advertising be sales-minded. At times it has been charged, and probably with justification, that in too many pharmaceutical companies advertising has been relegated to a backseat, and the responsibilities connected with it given to one who is poorly trained or unimaginative. The accusation has also been made that management too often interferes and dominates the advertising functions so as to neutralize its operating effectiveness. Those who are best acquainted with advertising's importance agree that once a director has been chosen, management should lay down its promotional policy, describe the budget picture, and then make a graceful exit except for policy conferences. Management should select the director of advertising with great care. Regardless of the size of the company the man heading up advertising should have real administrative ability, he should know budgets, be a leader among men, command respect, display creative qualities, understand the pharmaceutical business, and above all inspire confidence. For maximum effectiveness, it is important that the director of advertising be given a responsible voice in management—along with the men directing sales, research and production. Experience has shown that the wide-awake management that utilizes its director of advertising to best advantage considers it sound and profitable.

When considering a new product the advice of the advertising head along with sales and production should be sought. Their considered judgment, added to that of management and the research director, should provide the measuring stick for making the final decision.

*The Advertising Agency:* Many pharmaceutical companies use the services of the advertising agency—some more extensively than others. How much a company gets from its agency is dependent on:

(1) The kind of service desired
(2) The agency selected
(3) Amount of the advertising budget
(4) Interest of the account executive

It is important that the agency be selected with extreme care. The director of advertising must have a definite understanding of what he expects of the agency and then go out to find the one that is best able to serve that need.

An advertising agency, properly selected, can be of inestimable value in launching a new specialty. How effective their efforts are will, of course, depend in a large measure on complete understanding and cooperation.

*Direct Mail:* The use of direct mail in introducing a new specialty is common and effective. To carry out a successful direct mail program there are certain fundamental principles which must be recognized. Most important are:

(1) *Frequency of mailing:* Here many companies falter or fall down. To be effective direct mail must be regular and frequent. It should be appreciated that the printed salesman has to work much harder for attention and interest than the personal visit from a detail man.

(2) *Presentation:* Physicians give little attention to ill-prepared, poorly presented direct advertising. The secret for success seems to be to tell your new product story crisply and with illustrations—if they lend themselves. Easy-to-read typography, white space and attractive design are important points to consider.

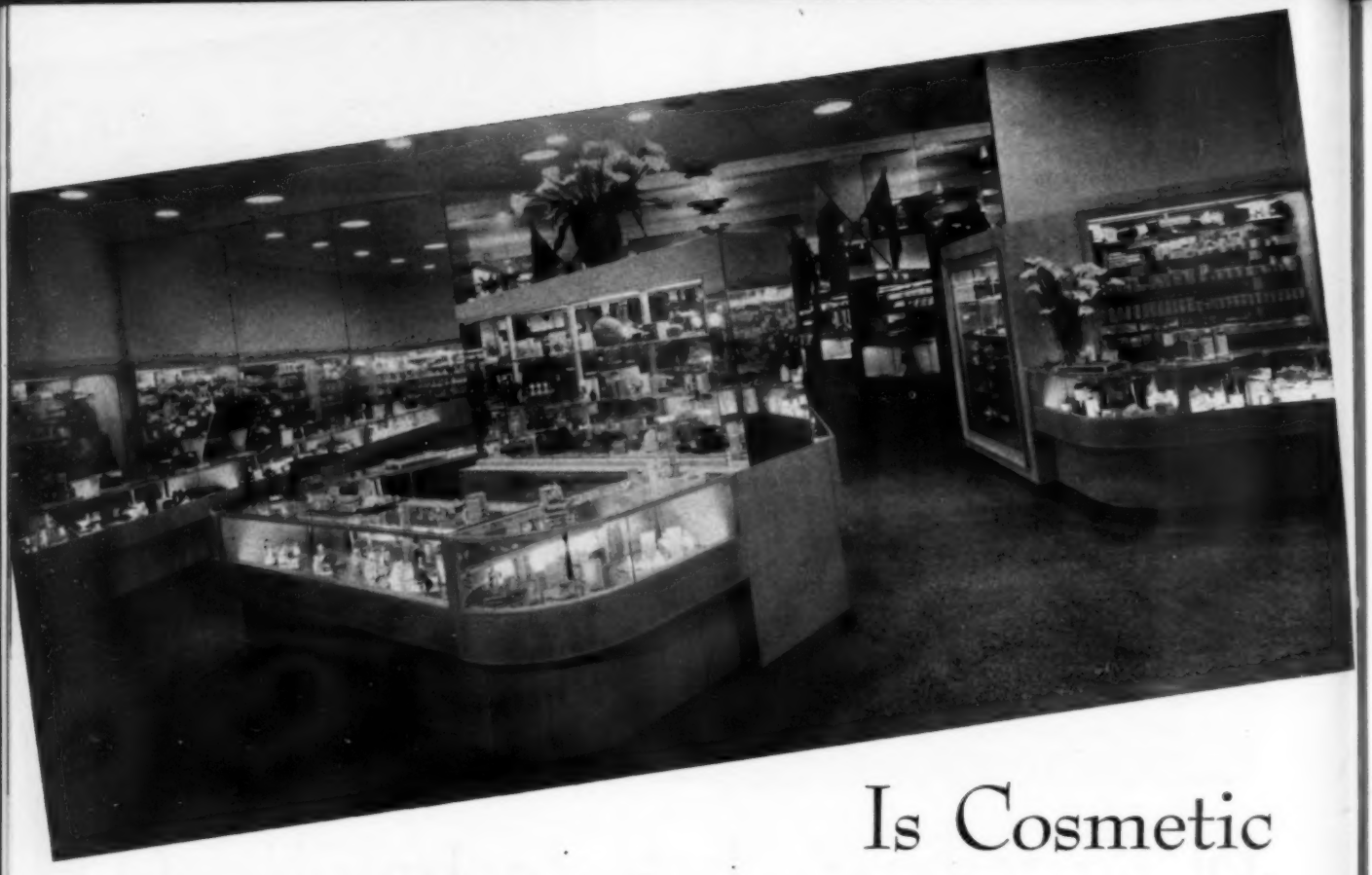
While most of the direct mail budget is understandably spent in promoting the physician, there is something to be said for including the drug trade, too. It has been our experience that an announcement should be made to the drug trade describing the new product, the suggested retail price, and the promotion planned to create physician acceptance. From time to time further mailings of interest might be sent as "follow-ups" to sustain interest.

*Space Advertsing:* The use of journal and trade paper advertising is number five of our five-pronged attack for introducing a new specialty. Planned distribution, intensive detailing, sampling and direct mail are the other four "musts".

*Trade paper space* should be used for announcing the introduction of the new specialty to the retailers, wholesalers and chains. The ad does not need expensive artwork. It is probably sufficient to show the package and then outline quickly and to-the-point what the product will do, its advantages, cost and suggested retail price. Some prominence should be given the physician promotion behind the new product to move it from the drugstore shelves. Frequent

(*Continued on page 584*)

# Pharmaceutical Specialties



# Is Cosmetic Distribution Changing?*

COSMETICS have always been a stepchild in retail distribution. Unlike foods, drugs, hardware, stationery, jewelry and many other consumer goods, they have been given shelter in retail stores primarily concerned with other types of service to the public. There should be little surprise therefore, in this confused post-war period, at hearing a vigorous discussion regarding the ability of still other kinds of retailers to sell perfumes and cosmetics.

There are some reasons why a change in cosmetic distribution may be in the making. This change may be merely a new defensive policy on the part of retailers, already selling cosmetics, to meet the needs of the industry today. It may mean that other kinds of retailers will discover a flair and a liking for cosmetic selling and provide the kind of store well suited for selling certain specialties or classes of cosmetics; it may mean the evolution of a new type store ideally suited for perfume and cosmetic retail merchandising.

The perfume and cosmetic industry of today is not at all like the industry of several years ago. To this new industry the traditional retail distributors offer little change, too little opportunity for channeling through their stores the forces that are pressing for a new type of distribution.

These basic changes have taken place in the industry in the last several years: (1) The industry has much more than doubled in volume, reaching over 800 million dollars in consumer sales. (2) The industry has less specialized control of certain products as cologne, perfume, toilet soaps, etc., opening these fields to many different manufacturers. (3) The industry has new classes of products, requiring specialized retail selling such as men's toiletries, bobby-sox and 'teen-age cosmetics. (4) The industry has a vigorous alliance with fashion, as a consumer appeal and as a basic for retail promotion and selling. (5) The industry faces critical decisions resulting from legislation affecting the free flow of merchandise through the primary retail outlets.

The questions that must arise in an analysis of these fundamental changes are: (1) Can the present retail system for cosmetics, showing very little change in number or character from the pre-war status, absorb and merchandise satisfactorily the enormous increase in volume of goods sold; can they satisfy the large increase in the number of manufacturers and prevent the pressure for distribution from turning elsewhere? (2) Can they adapt themselves to a new and better method of selling, i.e., how many can comprehend the fashion influence in cosmetic selling, the need for segregation and specialized selling in men's toiletries, 'teen-age cosmetics, etc.? (3) How many can provide the department space required for this new industry to attract and hold traffic, or the class and character of store that will be more and more required.

*By Peter Vautin

These and other questions will be frequently asked in this industry during the next few years. Answers will be found, because the retail rewards are great.

The alliance of the cosmetic industry for distribution with the department store, drug store and syndicate store has been a good one, with mutual satisfaction to both sides. It has not been perfect, as the pressure to develop other outlets before the war shows. But it is true that this extremely flexible distribution has permitted every branch of the industry, every price range, to flourish. It has been hospitable to new products and new ideas and has encouraged the growth of the industry. It provided retail outlets in every market, in city, town and hamlet. It provided a place for the narrowest class, selected distributions, through many ranges to the mass, predominantly sold lines. Why then should there be so much discussion of faults today? Are these faults inherent in the whole type of distribution, in one of the three groups of this distribution or is it that many, but not enough, of these stores are meeting the needs of the industry?

This last is unquestionably the basic complaint that can be levelled against the drug store, particularly the independent drug store. In spite of this large industry growth, there are very few more drug stores properly equipped to sell cosmetics today than there were before the war. Out of some 50,000 drug stores, few manufacturers, except those of low price, mass products which sell also in syndicate stores, will set the figure of drug stores with any ability to sell a cosmetic at over 4,000 stores. Most class lines are held at 2,500 stores, and the industry has many manufacturers of higher priced perfumes and fashion cosmetics who think that very near 500 is the limit of the number of drug stores who combine a prestige of store and intelligent selling for a class product of this industry. A number of the drug store chains are more pregressively facing this question. They have classified their A stores and some of these are superb; they have energetically faced the question of adequate department space and location, of full time specialized salesgirl selling, of special training for salesgirls and of administration and promotion planning for this department.

But the fact remains that the fault and the failure of the drug store in cosmetic distribution is that there are not enough good ones. The cosmetic industry today and for the future is too big, too important socially, to have its products any longer a retail stepchild. Either more druggists will discover a flair and a liking for cosmetic selling, will dress up their stores and expand their cosmetic departments, will hire skilled, trained, full time sales help for these departments or the pressure of the industry for more stores with ability to sell will open other kinds of retail outlets which could grow into real competition for the entire retail drug trade.

The department store has held the supreme position in retailing class cosmetics, an important place in retailing all cosmetics except syndicate products. With the close association of the industry with fashion, the department store has acquired added value as an outlet.

The department store is a valuable retail distributor because of its prestige with the consumer, its influence on other retail thinking. It has a superior ability to sell, not only within the field of active influence of a manufacturer's advertising, but beyond that within a broader field of its own prestige, influence and large daily traffic.

But the department store has limitations which can more and more influence a new trend in cosmetic distribution. The free flow of goods in this broad channel may find many obstacles. The inclination of many stores is to concentrate and control favored lines, rather than to offer the industry an open access to the public buying. The growth of multiple demonstrations, the trend to severely limiting the number of brands of men's toiletries, and other similar policies all tend to make some stores in this group special distributors, manufacturers' agents, rather than a retail outlet serving the industry.

It is natural to ask, where else can cosmetics go, if these traditional friends and partners of the industry, these retailers who have contributed so much to the present status of the industry, fail to meet the needs of the industry not only for future growth but even for maintaining its present position. The record of the past gives little indication.

The beauty parlors seemed to many a natural outlet in the days before the war, when pressure of the growing industry forced some new companies to seek less thorny paths than traditional outlets. The beauty parlor is established in every community, some are beautiful establishments, they are in a closely allied branch of the business. But the beauty parlor is established to sell service, not merchandise. A package sale might well delay a return visit for the much better paying service. And traffic, in a retail sense, just doesn't exist.

Several attempts were made in pre-war days to establish a low priced cosmetic line in grocery chains, and reports seem to indicate new efforts will be made to achieve this weird compatibility. If the entire public concept of cosmetics changes, if they become, like soap flakes, a utility purchase, then we may in fact see cold cream and face powder competing for display on a super market shelf with the vivid labels of baked beans.

In the class field fancy or necessity lead some manufacturers to gift shops, jewelers, specialty stores. Neither the gift shop or the jeweler, with a few rare exceptions, proved to have sufficient traffic, experienced sales help, or any intention of treating cosmetics in any other way than a secondary sales consideration to their primary business.

The specialty store, because it is a limited department store, a store with fashion prestige, an alert, skilled merchandiser, was willing in quite a number of cases to do the things needed to make a success of cosmetic selling. It is in the specialty store, not necessarily as now organized, that we may see emerging the cosmetic distribution of tomorrow.

*(Continued on page 594)*

# ART AND PACKAGING

How often, or rather—how seldom is it that in a crowded room, you—if you are a man—feel the presence of a woman, who has that indescribable something, which will make you pick her out of the crowd—a quality besides beauty, besides sparkle and color, something the common language would call sex-appeal, but which I believe is really a more fundamental and more subtle impulse,—singing to your whole being, to all your senses and to all your intellectual receiving stations.

A package is also in a crowd, in department stores, groceries, drugstores, hardware stores, in competition with hundreds of others, plumed and bedecked and ornate or simple and dignified or just spear-pointed with one little something which will draw you to it.

And this may be the most important point in all packaging—this appeal, not sex-appeal—this little something, a smile, a whiff of perfume, the slant of a bow the movement of a finger, which will make us reach for it.

And this—being the most abstract, is the point bringing art nearest to this most prosaic and yet most glamorous function in modern merchandising: the package, because it is possible to set down the principles of good art and also of good packaging, but very difficult to say what makes a great work of art—or an outstanding package.

*Packages illustrated from left to right on these pages are: a cosmetic line redesigned for young girls; Heaven-Sent, a line whose name was born in a conversation between the head of the publicity department and the art director who made the designs; a line packaged in apothecary style jars; a perfume line, daring in its purple color, softened by the sentimentality of the design theme; and Polystyrene cosmetic containers. Mr. Medgyes' photograph is at the left.*

By LADISLAS MEDGYES

Art Director,
Helena Rubinstein, Inc.

The principles are simple and rather obvious: The package should be a/ practical and b/ must have personality.

The first principle starts from the simplest points: a bottle should not leak, a box should protect, and not only decorate, any package should be easy to handle, easy to open and also easy to close, (unless it is a throwaway package), occupy as little space as possible, a point important on store shelves and in your homes.

The second principle, that of having personality, is more complex. We might pick out two elements: product identity—the package should express the character of its contents, whether it is food, perfume, machine-parts, or something else; and brand identity—the character, the name of the manufacturer.

This is a principle which is all important in an industry producing many correlated items, the recognition value of different packages, their identification with the same house, is a constant advertisement which really does not cost any money, and is a most precious kind of advertising: at the point of sale, where the temptation and the opportunity to buy are both present.

I want to superimpose over this principle a consideration, which perhaps is not purely a question of art, but the very beginning of the problem. We need a good idea. We need a good idea more than anything. A

# Art and Packaging (*Continued*)

*Lipstick cases inspired by a fluted Grecian column are shown above while the picture at the right illustrates modern functional design.*

good idea may start with a name, the design, the product—it will float over the whole complex mechanism of promotion, advertising, merchandising.

These principles are valuable for both main categories of packages, utilitarian, and so-called luxury-packages.

The evolution and improvement of the utilitarian package was tremendous during the last twenty odd years, maybe because it was so shamelessly neglected and bad before. Not only the invention and introduction of new materials, but also the more and more regular employment of industrial designers—and good ones—for the designing of these packages, made all the difference in the world both from the practical and from the esthetic point of view.

Designers made enormous progress in technical knowledge, in respecting practical and legal requirements and in good common sense in designing. We learned to handle different materials in a logical way, not to imitate one with another, or build Taj-Mahals in ginger-bread; we learned to use type not as a hodge-podge, but as part of the design, and legible at the same time; we learned the significance of color.

We learned to consider facts which are new or have been forgotten—for instance, the good old ice-box.

Now a milk-bottle may be far away in your mind from the art of packaging—nevertheless there it is, and a new standard milk-bottle developed during the war, will save about 20 per cent of space not only in your ice-box, but also in delivery, also some amount of glass going into the bottle, which is important in an article produced in terrific quantities.

New inventions will bring forth the need for new packaging. For instance, frozen foods, a brand new industry, will utilize comparatively new materials for transparent packages, showing what you buy. The same method is being tried out now for fresh vegetables, held in cold storage, but not frozen. The savings through elimination of handling and trimming and drying out of the merchandise will probably more than balance the cost of prepackaging. The super-markets then will be a new Mecca for package designers.

I see ice-cream packages becoming a delight—cartons in the color of the ice cream with the image of their flavor-fruit showing through the transparent doors of display cases. What child or grown-up will be able to resist them?

We mentioned the image of the fruit—what should this image be? Photograph, stylized drawing, sketch?

Do you think one person can decide this? Do you think surveys would help? One of the leading magazines in the field lately described a test made in a kindergarten by a designer in preparation of a series of

(*Continued on page 581*)

TEXAS STATE COLLEGE FOR WOMEN
LIBRARY

# DR. THEODORE G. KLUMPP

## *He Kept His Company in the Running*

DR. THEODORE G. KLUMPP is a name that commands considerable respect in the pharmaceutical industry. After only four years as president of the Winthrop Chemical Company he has more than doubled domestic sales, been commended by the Army and Navy for his company's war services, received two honorary degrees, was elected chairman of the Board of Governors of the recently organized Vitamin Research Institute, and made executive director of the American Foundation for Tropical Medicine. Dr. Klumpp is now in the process of building a $5,000,000 plant in Rensselaer, N. Y., developing a strong internal organization, expanding Winthrop research activities and planning a detail force of some 300 men. President Klumpp's rise has been so spectacular that few have really got to know him well. His background is well worth looking into.

Born forty-two years ago in the shadow of New York's famed Yankee Stadium, Ted Klumpp started his colorful career in very modest surroundings. As a youngster, he delivered morning rolls and bread for a local bakery, and also worked for a time selling newspapers. On hot summer afternoons, young Klumpp went swimming in the Harlem River. He recalls with a quick smile that: "Even before I could swim I was initiated by falling into the river. I didn't remember a thing until I was fished out and woke up on the dock. However, I did learn to swim—the hard way."

Like his swimming lesson, Klumpp got his education the hard way, too. After public high school he went to Princeton where he waited on tables and sold firewood to help earn part of his tuition. Ted was a pre-med student which meant he had to keep his nose to the grindstone. Somehow he found some time to play. He did some wrestling, ran on the varsity track team, won the doubles and singles handball championships two years in a row, and was popular enough to be elected president of the club he belonged to.

In looking back, Dr. Klumpp thinks he made up his mind to become a physician when a young lad. He believes that his early ambition to be a doctor was probably due to the inspiration provided by the family physician. A very close relationship existed between the doctor and the Klumpp family. It was bound to make a lasting impression on the children. In fact, not only was young Ted influenced but his sister Margaret became so impressed that she decided to study medicine herself. Today, Dr. Margaret Klumpp is a successful dermatologist.

After graduating from Princeton, Ted Klumpp entered the famed Harvard Medical School. Here again it was necessary for the young "med" student to earn part of his tuition. By acting as secretary of the Phillips Brooks House Association, and by giving anesthesias at Brookline's Women's Free Hospital, Ted Klumpp received enough money to see him through.

Some of Dr. Klumpp's classmates recall that in his junior year he made an important contribution to medicine when he found the value of liver extract in the treatment of the tropical disease, sprue. Many thought then that Ted Klumpp would go into teaching and clinical investigation as his life's work.

After medical school, Dr. Klumpp interned at Har-

(*Continued on page 593*)

*"Life-Giving Plasma" painted by Ernest Fiene for the Abbott Collection of Paintings of Army Medicine. The technician is drawing off the plasma from the blood cells. It is a delicate operation, performed under the strictest aseptic conditions. Dried plasma must be free from all blood cells and any contaminating bacteria. The small bottles in the foreground show the plasma at the top, the blood cells (dark) at the bottom.*

# Blood Plasma, New Medical Raw Material

By M. A. LESSER

PEOPLE have always believed that blood is endowed with mystic healing powers. Science has removed most of the mystery from blood, but modern investigation has confirmed its ability to fight disease and combat death. Today, blood has become one of medicine's major raw materials.

Of course, the war gave tremendous impetus to the study of blood and to the practical application of its individual constituents, but even so there is much to learn concerning some of its function and many of its components. Whole blood is actually a complex suspension of cellular elements in plasma. The cellular elements consist of the erethrocytes, leucocytes and thrombocytes, while the plasma is a yellowish-tinted transparent fluid containing proteins, non-protein nitrogenous substances, inorganic salts, gases, enzymes, and antibodies.[1] Separation and study of the plasma components already has yielded new and valuable additions to the medical armamentarium. The cellular portion has also found important uses and this, too, is being investigated as a possible source of new materials for medicine.

Although the idea of fractionating blood and using the various components for specific purposes had probably occurred to a number of people, the first real move in this direction did not begin until about 1927.[2] At that time, the first step in fractionation was taken by centrifuging whole blood. By this simple means blood was divided into three portions: a top layer of plasma, a middle buffy coat or cream containing most of the erethrocytes (white cells) and platelets, and a lower layer of erythrocytes (red cells).

Although attempts were made to use all three parts in medicine, for a long time only whole blood and plasma found any importance in therapy. The introduction of plasma and methods for concentrating it for transport and use in emergencies was a major advance, but the story[3] of this development is too well known to be retold here. However, it should be mentioned that plasma has found new uses, as, for example, in the fixation of skin grafts.[4] New methods for separating plasma from whole blood have also been developed.[5]

When the exigencies of war turned attention to the need for serum albumin, the problem of fractionating plasma was attacked with new vigor. Cohn and his associates at the Department of Physical Chemistry of the Harvard Medical School were assigned the task. Though primarily interested in obtaining albumin for use by the armed forces, their foresight in saving the by-products for future study was most fortunate. Investigations of these other fractions have yielded surprising and very gratifying results.

The fractionation process developed by Cohn and his coworkers[6, 7, 8] yields all the components of human plasma in five major fractions. The number of fractions was purposely kept small to facilitate and make economical the large scale processing of blood. When this process is applied to plasma, Fraction I consists chiefly of fibrinogen, Fractions II, III and IV contain the globulins, while Fraction IV is albumin. Fibrinogen, concentrated in Fraction I, forms the structural element of the blood clot. Together with thrombin (from Fraction III-2) it provides new and valuable absorbable hemostatic agents as well as plastics and films useful in surgery.

Fraction II yields gamma-globin antibodies (immune serum globulin) with tremendous actual and potential importance in the prevention and treatment of infectious diseases. Fraction III is divided into two main sub-groups. The first of them, Fraction III-1, contains isohemagglutanins, which are employed in determining blood groups. The second, Fraction III-2, consists mainly of prothrombin. This may be converted to thrombin with thromboplastin; the resulting product being extensively employed as a hemostatic agent. The remaining globulins are concentrated in Fraction IV, but this portion of the plasma has not yet been studied very extensively.

Fraction V consists of albumin, the product originally sought for medical use in treating shock, edema and hypoproteinemia. Like plasma, albumin has been processed in large amounts from the blood collected by the American Red Cross. Prepared as a dry, white powder, it is the most stable and the most soluble of the plasma proteins. Although albumin represents only about 62 per cent of the plasma proteins,[9] it is responsible for nearly 80 per cent of plasma's efficiency in the treatment of shock. In the treatment of shock, it functions like plasma, by pulling water back into the blood stream and holding it there. This osmotic action results in a decrease in blood viscosity and a restoration to normal of the blood volume, thus permitting oxygen transportation and the resumption of other physiological functions of the blood.[7]

Albumin is especially useful where space is a premium. This is quite evident by the fact that 100 cc. of a 25 per cent solution of albumin in a suitable diluent (e.g. buffered saline solution) exerts about the same osmotic pressure as 500 cc. of plasma.[10, 11]

It has been found that the use of albumin in cases of shock due to hemorrhage, trauma and burns results in an increase in blood volume, hemo-dilution and clinical improvement. Since it is hypertomic, in severely dehydrated patients, albumin must be supplemented with fluids in order to obtain maximum effects. There is evidence that albumin can be used to correct hypoproteinemia if sufficiently large amounts are used.[12] Because of its osmotic action, albumin may have important applications in treating edema and may serve as a useful diuretic.[7]

As pointed out by Janeway,[13] the advantages of albumin for use in shock and hypoproteinemia are chiefly those of safety and convenience. Aside from the fact that it occupies but little space, because of its stability it can be transported and kept for long periods without refrigeration. It is ready for instant injection without reconstitution, cross-matching with regard to blood types, or other preliminary testing. Albumins' safety has been borne out by experience; reactions being

(*Continued on page 588*)

"...AND SOME OF THOSE BIG RED ONES!"

# EYE-APPEAL

***has always been a great sales advantage***

***Packages that sell wrapped on machines that save***

Time hasn't changed Mrs. America's buying habits very much. As a child, she invariably selected the most colorful and exciting article in the candy show case. And today, a trim, colorfully wrapped package, which displays the product to the best advantage, influences her in much the same way . . . Catches the eye . . . stimulates desire . . . produces sales.

Because of their extreme versatility, our wrapping machines produce such packages for a wide variety of products. And thanks to recent developments, we are prepared to offer machines capable of wrapping many additional products heretofore sold in bulk—sheets, towels, underwear, hosiery, fruit, vegetables, etc.

All of these machines incorporate the most advanced principles of design, insuring smooth, trouble-free operation, high speed, long life, simplified supervision and important overall economies. Most models are quickly adjustable for a wide range of sizes.

**Packaging Improvements**

If a better selling package figures in your merchandising plans, we suggest that you avail yourself of our recommendations. Modern machine wrapping often plays a vital part in making such plans practical and economical. Write or phone our nearest office.

*Our booklet "Sales Winning Packages" will be mailed on request.*

PACKAGE MACHINERY COMPANY, Springfield 7, Massachusetts
30 Church Street, New York 7 • 111 W. Washington Street, Chicago 2 • 101 W. Prospect Avenue, Cleveland 15
182½ Spring Street, N.W., Atlanta 3 • 443 S. San Pedro Street, Los Angeles 13 • 18 Dickens Avenue, Toronto 8

## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# Packaging and Selling

### More Cosmetic Statistics

As the demand for cosmetic statistics appears to be insatiable, we present, without apologies, another piece on that fascinating subject.

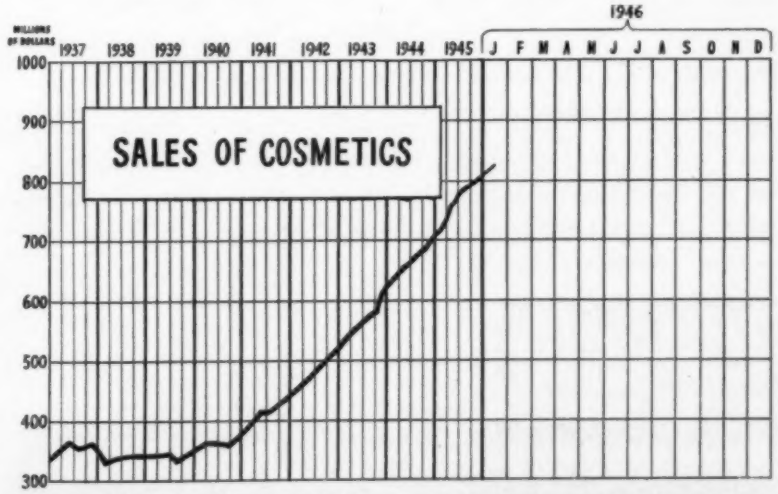
As if in answer to our plea of a couple months back, the Toilet Goods Association stepped into the breach, not only with figures for 1945, but also an all-out table giving sales since 1914. So in case you missed them we reprint here the sales of cosmetics at retail in millions of dollars as compiled by the T.G.A.; 1914, 39.8; 1915, 45.0; 1916, 71.5; 1917, 95.4; 1918, 103.7; 1919, 116.5; 1920, 129.5; 1921, 126.0; 1922, 147.3; 1923, 194.6; 1924, 220.3; 1925, 256.4; 1926, 300.2; 1927, 329.7; 1928, 355.2; 1929, 378.4; 1930, 336.2; 1931, 297.1; 1932, 288.4; 1933, 300.3; 1934, 318.0; 1935, 316.8; 1936, 325.7; 1937, 352.0; 1938, 366.1; 1939, 387.6; 1940, 400.0; 1941, 419.6; 1942, 439.6; 1943, 461.0; 1944, 546.3; 1945, 659.9.

As the accompanying chart shows, our figures do not coincide with those of the T.G.A. Usually, however, we have been reasonably close together on percentage of increase. This year, though, the T.G.A. percentage of increase was considerably higher than our 13.8 per cent. Their sources are good, as we happen to know, and our sources are good, so you pays your money and you takes your choice.

As for us, we have declared this a be-kind-to-cosmetic-statisticians month, always excluding that particular variety which takes our figures or the T.G.A.'s, changes them by a couple million dollars, and puts them out as his own.

### Not Spellbound

That old story of the independent salesman and the president's hat may be true. At least we hear that it was nearly duplicated a few weeks ago. One of the trade's big companies is all excited about a psychological test for salesmen. No one is hired, no matter what his record, unless the doctor gives him the OK. The company likes the system so much they decided to let the doctor, with his four page quiz, tell them whether their present sales force was up to their new standard. But one old timer, who will certainly be labeled uncooperative by the doctor, sent the quiz back to the president with (we hear) very specific, pertinent instructions for its use. Like the lady and the tiger, we're not quite sure what went on in the president's office. We do know the president looked at his record and told the salesman to forget the whole thing.




Retail sales of cosmetics for the twelve months ended with January 1946 totaled $825,667,000. This compares with $805,279,000 for the twelve months ended with December 1945, and with $730,636,000 for the twelve months ended with January 1945.

### Co-op Advertising Beating

Cosmetic and perfume manufacturers who have been so desperately seeking cooperative newspaper space from leading department stores that they have dumped a lump sum with the store and a plea for space anytime, anyhow, have been getting the space all right—in the newspaper and in the neck.

A few manufacturers recently checked this advertising. One very attractive full page showed the perfume and a brief story in the lower left hand corner, about 500 lines. All the rest of the page showed a fur coat, three dresses. But the perfume paid the full page bill. Another ad, using over half a page, gave less than 20 per cent to the cosmetic which footed the entire bill. Some stores think that giving manufacturers even this space, at this cost, with what they call associated merchandising, is a break.

### Another Selective Distribution Headache

Some very pretty problems, which will take guts and intelligence to handle, are about to be tossed in the laps of top executives of those big mass producers in the trade which have prestige cosmetic subsidiaries. The pressure is mild now—it will increase as a buyers' market grows.

While this pressure will arise throughout the independent retail drug trade, and in some cases with the wholesalers, it is probably on the chain front that the battle will be won or lost.

Most of these companies do very heavy volume with the major chains and are actively seeking their favor and cooperation. But their subsidiary prestige cosmetic companies, knowing that their position in the industry cannot be maintained except through a highly selective distribution and the fullest acceptance and cooperation of department stores, are very chary of chain distribution. Some sell A stores of certain chains, one at least has resisted all pressure for any chain distribution.

Chain merchandising is undergoing drastic changes. Some of their A stores are really beautiful stores, effective

Your Carton

# IS IT ENAMEL BRIGHT OR DUSTY DRAB?

**A draftsman starts with the best materials—the finest tools. The carton maker, seeking the highest standard, begins with a box board such as RIDGELO CLAY COATED. With this choice goes the assurance of clean, bright, uniform reproduction. It eliminates the rough, dull prospect of inferior boards.**

**The cost of RIDGELO CLAY COATED is very small too, compared with total packaging figures, thus you can afford the best! Sum up RIDGELO as a pleasant invitation to your prospects—the buyers who must judge your product by its container. . . . Make your folding cartons**

Ridgelo
CLAY COATED
BOXBOARDS

**MADE AT RIDGEFIELD, N. J., BY LOWE PAPER COMPANY**

Representatives: Brodner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Gordon Murphy and Norman A. Buist Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Sons, Inc., Philadelphia

## Packaging Forum

*By Josephine von Miklos*

With the advent of plastic and light metal jars, the question arises time and again: "will the public accept containers which look smaller?" Although we had plastic jars a good many years before the war, they were comparatively expensive, and too, chemically not completely tried out. In other words, we don't really know the answer . . . yet. Assuming that both metal and plastic jars are economically sound, i.e. that they don't mean too much expense on the part of the cosmetic or drug manufacturer, and that they will not affect their contents, or will not be affected by them, the problem of consumer acceptance still looms large. We have been trained for years in the psychology of bargains. For one reason or another, we have always wanted to convey to the public that it is getting "a lot for its money." Plastic and metal jars look as though the public were getting less.

This is, however, the point, where education comes in, or, at least, should come in. For with plastic and light metal jars the consumer gets something which he or she does not get with glass jars. Unlimited color, unbreakability, and last but surely not least, lightness of weight. In these days of ever increasing esthetic consciousness, color means a great deal. Unbreakability is, of course, always important. But most of all the public should learn to be concerned with mechanical advantages and practicability. A jar of cold cream is, after all, a utilitarian thing, meant to be used time and again, moved around, and traveled with. Today, a jar of cold cream is a big and heavy hunk of glass. Tomorrow it can be not only a thing of greater beauty, but also of much greater use.

There are many ways to tell these things to the public. Our cosmetic advertising still speaks almost exclusively of intangibles . . . if sex appeal and glamour can be so-called . . . of elusive and vague promises; copywriters' dreams of wordage, acrobatics of the tight rope of elusiveness.

Why not talk about containers, if they are better than those we had before? Why not explain materials, their advantages, their value? Why not say: use a plastic jar, and you get a beautiful, light weight container which will not clutter your dressing table or your medicine chest and not weigh down your traveling bag . . . that day, when you take off on that trip around the world in a Constellation plane, or, to visit Betty for the week-end. We live in the era of space engineering; inches saved are hours gained. And here are other points to be streased. Which, incidentally, might add new life to the tired garble of present day promotion copy.

The point is, it isn't the public, really, which is going to be worried about accepting a new thing. The public has never stayed behind when it was shown a better thing. Someone in the cosmetic industry will have to have courage first, the courage to show why metal and plastic jars are better and more useful, and, in many ways, more attractive. Someone will have the vision to do it, there is little doubt of that. And all we can say, more power to them. A great deal more power; for at last the psychology of the bargain will be replaced by the understanding of usefulness and quality.

class cosmetic outlets. And leading chains are aggressively seeking prestige cosmetics for these stores. Therefore it would not seem too critical a problem, when the head of a chain of over 400 stores goes over the head of a subsidiary cosmetic company executive who will not sell him, to the head of the parent company from whom he buys over $100,000 worth of goods a year and demands the cosmetic line for 12 top stores only.

This is so reasonable that it puts the cosmetic executive on a very hot seat, especially since he is dealing with minds trained to mass distribution, who find it very difficult to understand why anyone can refuse a big check and the urgent pleas of a retailer they work so hard to keep happy.

The only answer for this cosmetic executive is to read to his superiors Aesop's fable of the man who let his camel put his head in the tent, and then to point out what may be expected to happen in a few years if the company bends for 12 stores in this sweet seller's market. Then he should demand a thorough study of the distribution required for his class of product and his price range, considering competition, the relative importance of his department store distribution and his position in department stores, and all other factors which cosmetic history teach are essential to maintain the position of a prestige line.

Our guess is that the executives of these big companies are either going to get a very thorough education in a type of distribution that is new and alien to them, or they are going to find themselves competing in the mass and syndicate market. Maybe that's what some of them really want.

### Ending Seasonal Influences

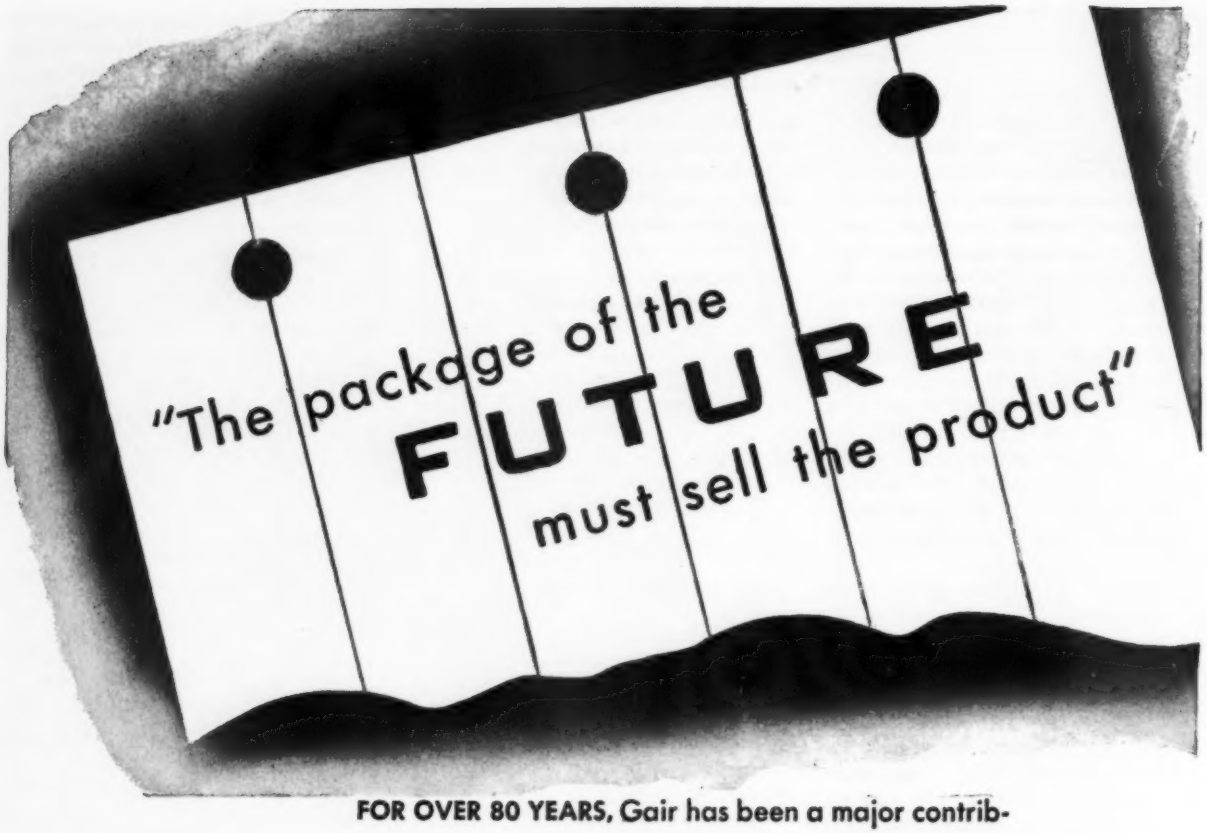
Seasonal influences on many products, including both drug and cosmetic, will not be the headache and the slump in profits, as in the past, according to alert retail merchants. "Where you are," not the calendar will determine the season.

Travel agencies expect to boil with activity, new travel magazines are appearing, big oil companies are placing orders for millions of road maps and planning extensive travel guidance. Air rates are coming down and airways will soon cover the world. With more income and more leisure American men and women, quite a few million of them, will be reversing the calendar for the climate they like, at least for part of the year.

Large retailers in metropolitan centers, already recognize this changing scene—a summer market in winter, winter sports in summer. Some out of season newspaper advertising shows this. When some manufacturers who have looked sadly and hopelessly at the steep curves on the yearly chart catch up with this retail thinking and join in with retailers for active promotion, we expect to see quite a nice, new volume added to the industry. It's a little early yet for the market, but not too early for thinking and planning. We suggest soon after next Christmas, January, February and March for good timing.

### Boudoir Model

What could be called de-luxe package designing, inside out, is the new Ford appointment of an all woman group—a sculptor, an interior decorator, a designer, and an advertising artist to make the interiors of Fords and Lincolns look like something women will want to buy.




**FOR OVER 80 YEARS,** Gair has been a major contributor to the art of packaging. Many of the great industries of America and the world have turned to Gair to solve their packaging problems. Many an obscure product has achieved international distribution due to the ingenious packaging ideas of Gair — from the cracker barrel and hoop skirt era to frozen foods. The principles of packaging that are meeting with rigid war-time standards will be utilized in packaging everything from pencils to plow shares. Send your present and postwar packaging problems to Gair.

Appealing, appetizing designs will sell the product. This Sunshine Fancy ASSORTMENT is printed in full color right on Gair Patent coated paper board. Another famous Gair design and product. Write for Printers' Ink article by Egmont Arens industrial designer in which this Package appears.

SAVE GAIR WASTE PAPER

WRITE FOR BOOKLET "FASHIONS IN CARTONS"

ROBERT GAIR COMPANY, INC., NEW YORK • GAIR COMPANY CANADA LIMITED, TORONTO

Folding Cartons • Box Boards • Fibre and Corrugated Shipping Containers

## The Cosmetic Trend

The phenomenal success of some of the more recently introduced men's cosmetics has emphasized the old problem with many buyers, of how far they should follow the recent trend of multiplicating often duplicating articles upon their counters, or whether they should not, over short or long, use some discrimination as to how much they can carry of each line and reduce the number of individual articles on display. It is not denied that the demand is large and that men's cosmetics deserve every support; but, counter space is limited and there is more need than ever today to get the fullest possible value out of each square foot of selling space.

While manufacturers of men's cosmetics will have to expect increasing resistance, therefore, from buyers to add new lines to their displays there is, on the other hand, a feeling among some buyers that the current best sellers are not yet making the best use of their good luck. Men's lines, pushed for their outdoor "mannish" appeal, fall practically short of giving men the articles which they need outdoors in sports as well as their daily work. This, in the opinion of many buyers, is a real omission, considering that millions of Americans have learned the value of the use of outdoor cosmetics during the war and are now asking for them on cosmetic counters. Examples are: lip pomades, mosquito protectives, poison ivy protectives, cold weather lotions or creams for the hand and face, nail aids, and similar others.

Some of these products might be made available in easily carried packages suitable for outdoor use to be carried on the person.

It is pointed out also that the average man is still only incompletely brand conscious. While most of the men are asking for a definite brand of shaving cream or shaving soap, dental cream and hair tonic they are still rather hazy about their selection of such articles as toilet waters, face lotions, creams etc., excepting the old established standbys. This may be due, in part, to the fact that many men who are now taking to the use of cosmetics have acquired the habit while away in the national service and, for this reason, are not yet fully familiar with the names of the newer articles. Because of the existing pressure upon counter space this widening of the brand consciousness of the average man customer is bound to be one of the most pressing sales problems of every manufacturer of cosmetics.

### On A Silver Platter

Hattie Carnegie has taken the oft quoted phrase "served up on a silver platter" literally, and has placed perfume on a silver platter, enmeshed in veiling topped off with a large artificial flower. The flower is scented with the perfume which is served up on the silver platter. The platter is the size of a bread and butter plate and will serve as a calling card tray and many other purposes for a hostess. Complete with a half ounce bottle of any of the Hattie Carnegie fragrances, the silver platter retails for $12.75.

### Foundations and/or Face Powder

The most significant beauty trend of the past five years is in the increased use of make-up bases according to the Fawcett Beauty Reader Forum's Five-Year Summary.

A make-up base was a "must" for 80 per cent of the women surveyed and the use of cake base had increased from 12 per cent in 1941 to 39 per cent in 1945. During this period the survey shows that face powder had lost 5 per cent of its users and rouge 14 per cent. It is pointed out that this may have some connection with the growing preference for tinted make-up bases.

A survey of Personal Grooming Habits conducted by Good Housekeeping among its readers also showed the importance of make-up bases. According to this survey 69.9 per cent used them and of these over 50 per cent are using the newer types—the tinted, cover-up cake and powder lotion.

An interesting point made by the Good Housekeeping investigation, however is that 92.9 per cent used face powder; 4 per cent used to use face powder, but have stopped, but less than half of these stopped because they now use cake-make-up. Shade was given as the most important factor in choosing a face powder. Texture used to be but Good Housekeeping suggests that the change may be due to the widespread use of heavy make-up base so that texture is now less important.

Glamour has also issued a survey dealing with the beauty habits of its readers. Sixty-one and three tenths per cent said that they use a powder base and 88.2 per cent use face powder.

It is interesting to speculate whether age has anything to do with the use of powder foundations. Of the Fawcett readers questioned 74 per cent were under 30; of the Glamour readers, 70.1 per cent were under 30; and of the Good Housekeeping readers, 52.1 per cent were under 35.

### Quickies Back

Quickies are back on the market after a two year absence. A product of 5 Day Laboratories, Quickies are facial cleansing pads saturated with scented lotion created for the quick removal of cake make-up, dust and grime. The Quickie package has a new design, and in addition to the large jar of 100 pads, it contains a refillable compact-type case to be carried in the purse. The saturated pad idea is a good one, whether it is for a deodorant, cleansing preparation or a cologne, and there will undoubtedly be more of these products coming along.

### That Advertising Budget!

A large pharmaceutical company recently moved an old machine, leaving quite a hole in the concrete floor. A few weeks later the insurance man spotted this hole covered with a loose plank. Since the equipment had been on space occupied by the formula department he asked the head of this department to have it repaired, but was told it had nothing to do with the formula room and couldn't come out of the budget. Same experience with the next department. Finally the maintenance man declared he had tried to have it fixed, but no department would admit it belonged to them, or allow the cost on their budget. So the insurance man went to the general manager and pointed out that one accident would cost many times the price of repair. The general manager called maintenance, heard the story that no factory department would admit it on their budget and yelled "Well G.D.—it, charge it to advertising."

## Dream Girl Theme

Rose Laird, who has pioneered in the field of specific products for juniors, is introducing a new cosmetic kit. "How to give yourself a Dream Girl complexion" is the underlying theme of the new kit, and it is directed to the college and career girl trade. Betty Field, star of the Broadway production "Dream Girl" is being featured in the Rose Laird national advertising for May and June. The magazines selected include Seventeen, Mademoiselle, Charm, Glamour, and Junior Bazaar. Stores featuring this kit will be supplied with such helps as pictures of Miss Field and art work of the kit for reproduction in local newspaper advertising, also suggested copy. Rose Laird has done a magnificent job of helping juniors with specific products, but Miss Laird has done most of this the hard way—by going about the country and lecturing herself. It is interesting to note, therefore, the new advertising campaign and the new kit making a direct appeal to the junior trade.

## The Tenth Muse

"Muse," the first new Coty perfume in eight years, was presented to the press and the trade in an atmosphere of pomp and ceremony on March 27 at the Waldorf-Astoria. It is a lilting, heady, compelling fragrance which comes in a crystalline bottle packaged in a richly designed, white satin lined box covered with a jewel-like pattern of gold, blue and crimson. It is offered in four sizes 8 ounces at $100, 4 ounces, $50, 2 ounces, $25, and 1 ounce, $15. To set the mood for the new fragrance's debut, Coty invited leading American designers to take the Nine Muses as inspiration for a collection of modern fashions which were paraded before an invited audience of one thousand guests. Each modern muse paid homage to a Tenth Muse, goddess of perfume whom Coty has declared a logical member of Apollo's enchanting companions on Mount Parnassus. One thing can certainly be said for Coty—Coty does things in a big way!

## One Man's Opinion

There's a barber in the town who is quite an advertiser in the big national magazines. But none of the publication boys crowd his shop, unless its to trim the grey locks acquired during the paper quota. We saw his advertising in Life, New Yorker and the London Illustrated News. Undoubtedly it was in the Saturday Evening Post and Colliers, but our turn was called before we could look. Nor did we have time to lift up a corner of the excellent pasted on proof to see who was hidden underneath. This advertiser had his full choice of position —he could have taken the front or back cover, page facing first editorial page, or smack in the feature section. What did he pick? Right in the middle of advertising, front of the book, left hand page.

## Cosmetic Package Exhibit

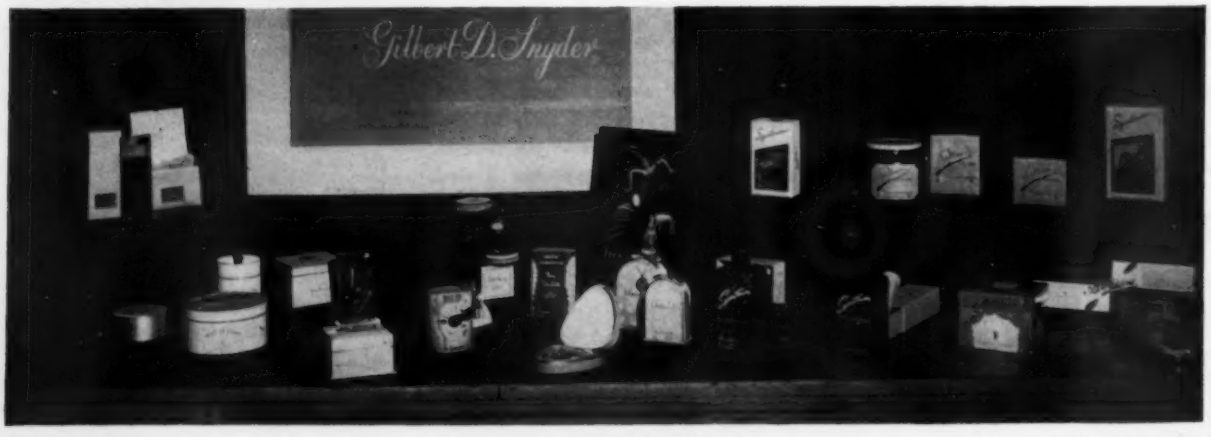
A packaging exhibit of the work of Gilbert D. Snyder was held at the Intimate Gallery of Pratt Institute. The one-man show consisted of various media of packaging featuring the set-up paper container as well as the folding box, tubes, bottle design and decoration, ceramic containers and fancy paper designs.

The exhibit displayed the cosmetic lines of De Raymond, Faberge, Frances Denny, Corday, Kathleen Mary Quinlan, Solon Palmer, Mary Dunhill and Monique in an array of colorful packages.

The ceramic containers, tubes and bottle decorations featured a group of items of the Sportsman line of men's toiletries.

The fancy paper section displayed a group of papers of the Louis Dejonge Co. ranging from the gay colorful floral patterns to the effective trade-mark prints and embossings of stores and companies throughout the country.

Mr. Snyder, an alumnus of Pratt Institute, is a three-time top award winner of the All-American Packaging competition in pre-war days.



*Revlon's newest color presentation "Bachelor's Carnation" comes in an unusual package which bears a man's black lapel etched against a white shirt-bosom background.*

### Bachelor's Carnation

Revlon, known for its interesting package promotions, offers "Bachelor's Carnation," a capricious carmine shade. The package bears a man's black lapel etched against a snowy white shirt-bosom background with a flamboyant carnation tucked in the buttonhole. Various designers have carried out the carnation motif in blouses, dresses, hats, scarves and jewelry. This is Revlon's third color offering this year. The first two were Tortoise Shell and Hildegarde Rose.

*The Bell Plastics Corp. offers the C-Lip, a smart, brass-framed mirror that clasps onto any lipstick case. Priced to retail at 39 cents, C-Lip focuses on the lip alone.*

### Liquid Sunshine

Latest contribution from Helena Rubinstein is the addition of a potent insect-repellent to the familiar "Liquid Sunshine." In addition to its qualities which help to prevent burning, blistering and drying of the skin, Liquid Sunshine also promises to repell mosquitoes! It is non-sticky, non-greasy, and pleasantly fragrant with a fresh, flowery scent.

*Renoir Parfums, Ltd. has announced the first of its post-war products, a series of eau de toilettes which are counterparts of the two popular Renoir perfumes, Chi Chi and My Alibi.*

### New Series

Renoir Parfums, Ltd., a division of the Maurice Levy Co., and creator of Chi Chi and My Alibi perfumes, has announced the first of its post-war products, a series of eau de toilettes. First to be presented for Spring merchandising, are two highly concentrated toilet waters which are faithful counter parts of the Renoir perfumes, Chi Chi and My Alibi. Bottles for the new toilet waters are square and flat with polished gold caps. Each fragrance is available in three sizes, eight, four and two ounce, and will appear on the counters in time for Easter buying.

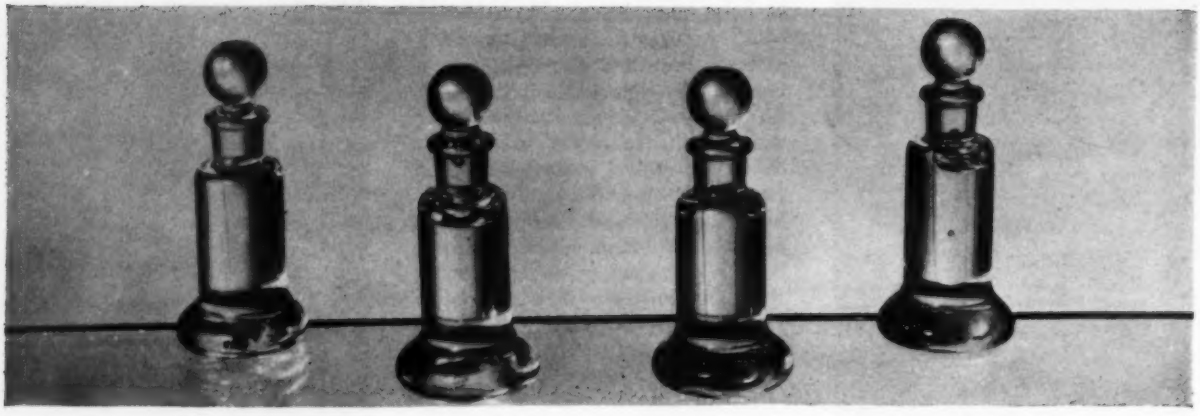
*Latest contribution from Helena Rubinstein is the addition of an insect-repellent to "Liquid Sunshine." In addition to its qualities which prevent burning, it repells mosquitoes!*

*Colgate has introduced Veto, a cream deodorant. It is a deodorant as well as antiperspirant and comes in four sizes. The whipped cream texture makes for smooth spreading.*

### Promotional Packaging

The new DuBarry Primitive Red package is in soft wood tones banded with red and white checks, with Primitive Red lettered in red brush strokes. It holds a DuBarry lipstick, an introductory box of DuBarry face powder and a lip-stick brush. Primitive Red is a clear bold red designed to go with rich reds, piercing blues, brilliant greens, and, of course, black and white. Primitive Red will be on cosmetic counters on May 1. This package by Richard Hudnut is another interesting example of promotional packaging.

*Richard Hudnut will launch its DuBarry Primitive Red package on May 6 in department and drug stores. Primitive Red is a brilliant clear red with a hint of orange, attractively packaged.*



NOW READY FOR DELIVERY *TESTERS*

ANOTHER RICHFORD PRODUCT OF DISTINCTION

In one- and two-dram capacities. Fashioned of finest 400 grit ground glass stoppers. These testers feature elongated stoppers.

*Write TODAY for samples and prices*

**RICHFORD** CORPORATION

221 FOURTH AVE. • NEW YORK 3, N. Y. • Phones: ALgonquin 4-6311 • 4-6312 • 4-6313

*Represented in St. Louis, Kansas City, Chicago, Los Angeles, Pittsburgh, Cincinnati*

*Pharmaceuticals*

CALCIUM LEVULINATE

Calcium Iodobehenate, U.S.P.
ACETYLTANNIC ACID, U.S.P.
Tannalbin U.S.P.
Calcium Camphosulphonate and other salts
Antipyrine Salicylate (pure)
Methenamine—Anhydro methylene citrate
Octyl Resorcinol (a powerful germicide)

*ALSO:* Special products manufactured with your confidential process or with processes developed by us for you.

Write for comprehensive list of organic chemicals of our manufacture. Consult us on your special requirements.

**FINE ORGANICS, Inc.**
Manufacturing Chemists
*Executive Office:* 211 East 19th St., New York 3, N. Y.
Gramercy 5-1030

THE FINEST LIPSTICK FOR YOUR OWN LABEL NOW OBTAINABLE

Our research laboratories have developed a Lipstick of chemical stability, utilizing our Hydrolytic Process, possessing the following characteristics:

- Superlatively smooth
- Creamy satiny texture
- 34% increased indelibility
- Applies easily under varied climactic conditions
- Will not sweat or crumble
- Non-greasy—will not cake—does not feel heavy
- Perfect color dispersion with superb brilliance
- Texture and undertone remain constant in daylight as well as artificial light

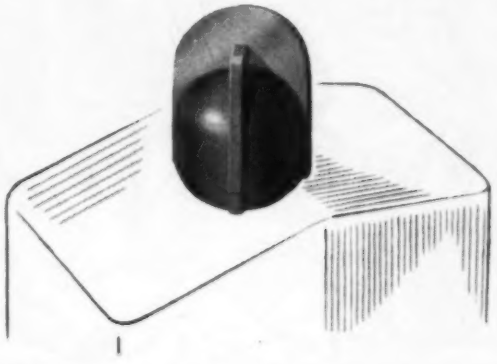
Field tests have substantiated this Lipstick to be the finest modern science has created.

*WRITE FOR SAMPLES TODAY*

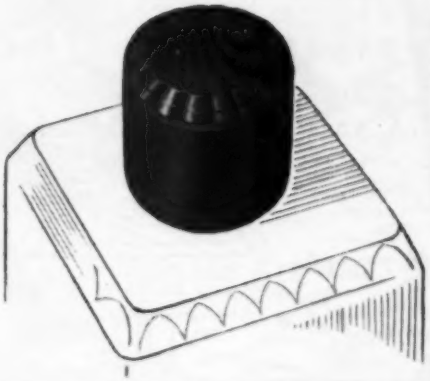
**FLEETWOOD LABORATORIES, INC.**
8 East Prospect Ave., Mount Vernon, N. Y.

We manufacture a complete line of scientifically created cosmetics, under private label. Clients protected with Products Liability Insurance.

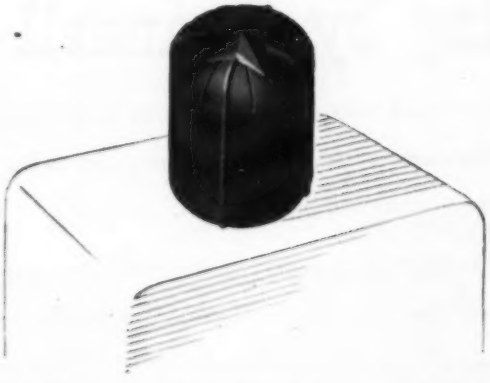
# SMART STYLE HINTS FOR YOUR PRIVATE MOLD CAPS



**APPEAL** of this modern Artmold Cap design lies in its functional simplicity. Clean-cut, distinctive, it makes your package look taller, aids product identification.



**YOUR BRAND NAME** or trade-mark can be set against your own choice of background, depressed and filled in with color, to give your package competitive eye-appeal.



**MATCH THE PERSONALITY** of your package with a custom-tailored cameo Artmold Cap Design. It will add sales-building style and distinction to your "luxury trade" products.

**DECORATIVE** possibilities with Artmold Caps are unlimited. Use them to give your package that "extra touch" of style and beauty that sets it apart from competitors.

ARMSTRONG'S *Artmold* PLASTIC CAPS

**SUCCESSFUL SELLING** today demands distinctive packages. Put your package out front in style, beauty, and distinction with Armstrong's Artmold Cap. Get free design suggestions today. Simply send drawing or sample of your package to Armstrong Cork Co., Glass and Closure Division, 3804 Prince St., Lancaster, Pa.

# The HUNDREDTH YEAR of Glassmaking by Swindell

*Marketing and the servant problem were simpler in the Baltimore of 1847—but glass making was in its infancy.*

As the years rolled by, the Swindell organization built up a vast accumulation of experience and knowledge. Swindell workers passed along the secrets of their skills to sons and grandsons.

Today that rich background of "know-how" combined with an alertness to new ideas and processes serves you well when you bring your glass problems to Swindell.

Whether you need hand-made or machine-made bottles, private mould or stock models, you can profit by Swindell's tradition of skill and quality.

**SWINDELL BROTHERS, Inc.**

**BALTIMORE 30, MARYLAND**

**200 FIFTH AVE., NEW YORK  ROBERTO ORTIZ • HAVANA, CUBA**

Swindell

"DID YA CATCH THIS MONTH'S CONTINENTAL AD?"

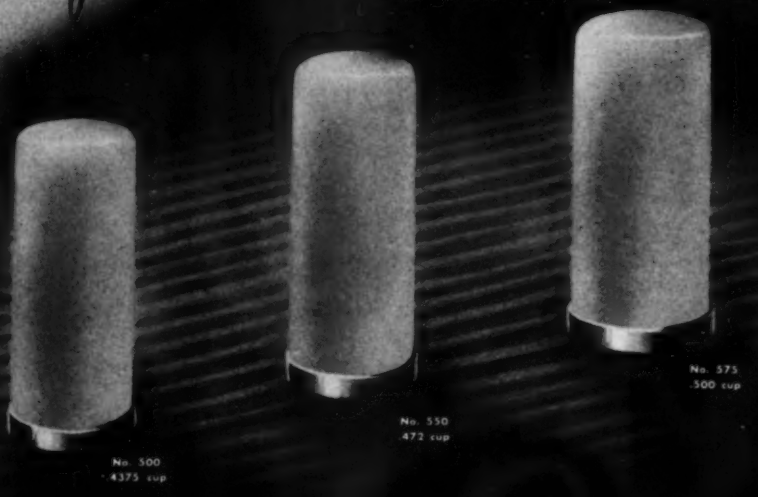
We're a big family—and *growing!* That's the gist of current Continental advertising in leading magazines. So keep your eye on Continental and on the Continental Triple-C trademark . . . it stands for best in quality, best in service, too!

*Tune in "Continental Celebrity Club," every week over coast-to-coast CBS Network*

TIME
*Plastic handles for coffee pots . . . And cans for insecticides
*Plastic handles for coffee pots . . . And cans for insecticides
household ware named Decoware . . . And cans for meat besides
LL ARE MADE BY CONTINENTAL CAN COMPANY
HERE'S
Continental stands
behind the things...
behind the labels of
America's food products

# Bright, polished, gleaming BRASS

## SWIVEL LIPSTICK CONTAINERS




# "Fashioned Like Jewels"

SPECIAL FREE-WHEELING CONSTRUCTION

{ With Plastic Caps For Lighter Weight and Flexibility of Design, Or With Brass Caps to Your Specifications }

*DeLuxe bright polished brass lacquer finish*

PHONE, WIRE OR WRITE FOR SAMPLES

**BRODER INDUSTRIES**
INCORPORATED
161-167 WEST 64TH STREET, NEW YORK 23, N. Y.
TRafalgar 7-0092

# 5 STAR PERFORMERS IN *New Perfection* DROPPING PARTS

**(1)** Non-rolling, extra depth, Bakelite Cap with thick flange rubber part: Saftee ball glass.

**(2)** Double shell metal cap; special thin flange rubber part; special bent glass.

**(3)** Regular or acid resisting plastic cap; regular rubber part in various colors; semi-blunt glass.

**(4)** Single shell metal cap; thin flange, non-swelling Amekine aynthetic rubber part, without strong odor; blunt glass.

**(5)** Fancy colored beetle cap; midget rubber part; regular straight glass.

## PRECISION MADE TO EXACTING REQUIREMENTS

Every New PERFECTION DROPPING PART is manufactured with precision exactness to provide our clientele with the finest and most satisfactory Dropping Parts available. Those of our customers who are now using these Dropping Parts, have expressed themselves as being very well satisfied, and their constant repeat orders over a period of many years are evidence of this fact.

Pharmaceutical manufacturers know that the success of their business depends largely upon the integrity of their background coupled with customer confidence. NEW PERFECTION DROPPING PARTS not only help to build up integrity, but to inspire confidence. Through the years, the very largest users have learned that it pays to use dependable Dropping Parts such as NEW PERFECTION DROPPING PARTS.

Whether it is DROPPING PARTS or the complete outfits including Amber, Blue, Clear or Green bottles, it will pay you to familiarize yourself with our service. Write us now for samples and prices, mentioning quantities, style, and assortment.

PATENTED IN UNITED STATES, CANADA, GREAT BRITAIN, AND OTHER COUNTRIES

**PENNSYLVANIA GLASS PRODUCTS CO.**

*"GLASS GOODS OF THE BETTER KIND"*

**428-432 NORTH CRAIG STREET . . . PITTSBURGH, PA., U. S. A.**

A MERCHANDISING PACKAGE
Everyone Can See Through . . .

***For Product Visibility . . .***

## *Depend on* LUSTEROID *Vials and Tubes*

One of the big features of LUSTEROID that appeals to merchandisers throughout the country is the perfect product visibility provided by these modern light-weight plastic containers.

Their crystal-clear walls do more than dress up your product as a display window. LUSTEROID also protects as it displays because it is strong, rigid, unbreakable.

You couldn't ask for a better combination of advantages for your merchandising-packaging program. Find out today how LUSTEROID vials and tubes can step up your sales and save you money, besides.

LUSTEROID vials and tubes range in size from ¾ to 1 ¾ inches in diameter and lengths up to 6 inches. Cork, slip-on or screw-cap closures.

**LUSTEROID CONTAINER CO., Inc.**
Formerly Lusteroid Division of Sillcocks-Miller Company

*Office and Factory*
10 W. PARKER AVENUE, MAPLEWOOD, N. J.
MAILING ADDRESS: SOUTH ORANGE, N. J.

....LAST WORD IN "ON THE PACKAGE" PRINTING SENDS HELENA RUBINSTEIN'S "HEAVEN SENT" OUT INTO THE WORLD SELF-ASSURED AND LOVELY IN ITS PERFECTION.

SILK SCREEN PRINTERS TO THE COSMETIC FIELD
**CREATIVE PRINTMAKERS, INC.**
200 VARICK STREET, NEW YORK 14 · WALKER 5-6300

# Filco FILTER PAPERS

## *Consistently Uniform!*

**Filtration is of utmost importance in your operation. If you require a dependably uniform filtrate, FILCO FILTER PAPERS can solve your needs.**

**Working samples furnished upon request.**

**We also manufacture:**

- *filter cloth and asbestos pads
- *filter presses
- *stainless steel tanks, for mixing and storing
- *easy-ride, gravity wheel conveyors
- *disc filters

***Write for our illustrated literature.***

**THE FILTER PAPER CO.**
58 East 24th Street - Chicago, Ill.

# *Seeing* it in Glass Containers *is Believing*

THE "show me" spirit of modern housewives helps them to be thrifty shoppers and gracious homemakers. They like to see what they're buying and they like containers that tell them at a glance when the supply is running low. That's why they prefer to have their drugs, proprietaries and chemicals packed in Anchorglass Containers.

The Anchorglass Container has other advantages, too. It is impervious to moisture, won't rust or corrode, is easy and safe to open and can be resealed over and over again to protect unused portions. It is inert to the action of most drugs and chemicals. It is convenient, sanitary, attractive and honestly reveals the nature and quantity of its contents.

Housewives' preference for the glass container is sufficient reason in itself for you to investigate the possibilities of using the modern Anchorglass package, but there are many other advantages, too, that are directly applicable to your packaging problems and are worthy of your consideration.

Anchor
CONTAINERS and CAPS

PRODUCTS OF
ANCHOR HOCKING GLASS
CORPORATION
LANCASTER, OHIO

# EVER WHITTLE WITH A THWYTEL ?

As early as the 14th century the town of Sheffield in England was becoming famous for the quality of its steel. Chaucer, in his writings, made mention of a rude knife typical of the period called a thwytel, which was made from Sheffield bar steel and used for everything from cutting food to performing heavier cutting tasks about the home. This general utility knife played an important part in the daily routine of these early people, and proud indeed was the family whose thwytels were made of Sheffield steel. In the six hundred years which have followed, the inventive genius and metallurgical skill of these early Sheffield craftsmen have been passed down from generation to generation, always keeping Sheffield a standard of quality.

The name Carr-Lowrey has comparable significance for buyers who know and appreciate quality in commercial glass containers. More than 56 years of devotion to the highest standards in glass manufacture have won for us the confidence and acceptance of a discriminating clientele.

**CARR-LOWREY GLASS CO.**

*Factory and Main Office:* BALTIMORE, MD.
*New York Office:* 500 FIFTH AVE.
*Chicago Office:* 1502 MERCHANDISE MART

# NEWS...

### Cain Becomes Abbott President

Rolly M. Cain, formerly executive vice president was elected president of Abbott Laboratories recently in a rearrangement of key personnel which also elevated S. DeWitt Clough, former president, to chairman of the board of directors.

The board elected Ernest H. Volwiler, former vice-president in charge of research and development, to executive vice-president and chairman of the executive committee. Charles S. Downs, was elected vice-president in charge of public relations and advertising. Edward H. Ravenscroft retired as chairman of the board but continues as director.

Stockholders elected two new directors, Hugh D. Robinson, plant superintendent, and Elmer B. Vliet, manager of the control laboratories.

Mr. Cain, the new president of Abbott Laboratories, was president of Swan-Myers Co., from 1909 until that company merged with Abbott in 1930. He was elected executive vice president, assistant general manager and chairman of the executive committee in 1933, posts he has held continuously since then.

Mr. Clough will retain active status in both domestic and foreign operations of the company. Hired by the founder, Dr. Wallace C. Abbott, as advertising manager in 1903, he became secretary in 1915 and in 1927 was elected vice president. He continued to direct Abbott advertising until his election to the presidency in 1933.

### Cortney Heads Coty

Following a meeting of the board of directors of Coty, Inc., Grover A. Whalen, chairman of the board, announced the resignation of Herman L. Brooks as president. Philip Cortney, former treasurer, was elected to the office of president.

Two new directors were elected to vacancies on the board of directors of Coty Inc.; Jean Despres, vice president and sales manager, and Fernand R. Tourtois, vice president and production manager.

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### Hailer Joins Whittaker Clark

F. J. Hailer, Jr., formerly with the plastics division of Monsanto Chemical Co., has joined the sales staff of Whittaker, Clark & Daniels, Inc., New York. He will handle Whittaker's general line of non-metallic minerals in the New England area. Mr. Hailer was in the sales promotion and advertising departments at Monsanto and, more recently, spent four years as a pilot in the Navy Air Corps.

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### Carman Joins McKelvy

John Carman, recently discharged from the Navy, has joined the Alfred D. McKelvy Co., as assistant to the president.

Mr. Carman, who was a lieutenant Commander, saw service in the Pacific. Prior to the war, he was an executive at Vick Chemical Co. His present duties will include studies and recommendations of company procedure and correspondence.

### Caspari Heads Missouri Assn.

At the annual March business meeting in St. Louis, of the Associated Drug and Chemical Industries of Missouri, the election of officers for 1945-6 took place. Charles E. Caspari, president, J. F. Hershner, Glenn H. O'Neal, and Carl F. G. Meyer Jr., vice presidents, John A. Mueller, secretary, and J. Louis Lanz, treasurer.

The ADACIOM now has in its membership 140 firms of the Drug, Chemical, Cosmetic and associated industries.

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### Col. Shook Joins Owens-Illinois

Colonel C. F. Shook retired from the Army on April 1, to take the medical directorship of Owens-Illinois Glass Co.

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### Foley Rejoins Winthrop

Major Edwin J. Foley, now on terminal leave, has rejoined the Winthrop Chemical Co. Inc., as medical director. He will make his office at the company's New York headquarters, 170 Varick St.

Prior to his entry into the army Medical Corps in 1942, Maj. Foley was an associate medical director, having joined the company in 1933. He was graduated from Syracuse University College of Medicine in 1931 and served an interneship and residency at Syracuse University Hospital. During the war Major Foley served two years in the Mediterranean theater in North Africa and Italy.

---

### Brown On Bristol-Myers Board

G. Walter Brown has been elected a member of the board of directors of Bristol-Myers Company of Canada, Ltd. Mr. Brown joined Bristol-Myers in 1942 after a number of years previous experience with advertising agencies in Canada. At first in charge of advertising, he was later made a vice president in charge of distribution.

S. DEWITT CLOUGH

ROLLY M. CAIN

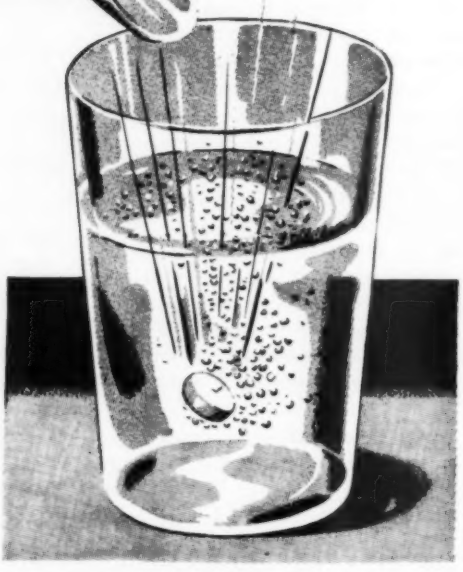
ERNEST VOLWILER

# WOULD Effervescing IMPROVE YOUR PRODUCT AND SALES?

Let us explore the possibilities for improving your product by making it effervesce. If the formula is in a water carrier and bears a label that states "Shake Well Before Using", there is a possibility that the ingredients or their equal can be prepared in an effervescent form—which, of course, would provide certain modern improvements.

And, there are many pill, tablet and capsule formulations that can be improved by combination with effervescents to provide uniform dissolution, quicker action, better taste, and greater acceptability to the user.

But these examples are generalities. We'd prefer to talk to you about your specific case—and its problems.



The McKay-Davis reputation as manufacturing chemists has been won on the development of stable, palatable effervescent formulas, the most difficult to control of all chemical combinations. Having this specialized experience, we offer you the knowledge, experience, plant facilities and personnel that should be of definite advantage in the improvement of your product and its consequent sales.

FINE QUALITY EFFERVESCENTS by the D'Onofrio PROCESS

McKAY - DAVIS COMPANY

Manufacturing Chemists TOLEDO OHIO

### Bustillo to Direct Latin-American Ads

Manuel Bustillo has been appointed advertising manager for Latin America of Bristol-Myers Company, New York.

Mr. Bustillo has been associated with advertising in Latin America for the past ten years. Previous to joining Bristol-Myers he was connected with agencies where he supervised all advertising copy to be used in Latin America. In connection with his work, he has written many radio programs that have been heard in South America.

MANUEL BUSTILLO

A graduate of both the University of Havana and the University of Madrid, he received his doctor's degree in civil and international law from the latter. He is the author of numerous articles which have appeared in magazines and newspapers throughout Latin America. Before entering the advertising profession, he edited textbooks and readers in Spanish for the Oxford University Press.

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### Furman Joins Merck Quarter Century Club

Gerald S. Furman, manager of the Field Sales Department, Merck & Co., Rahway, N. J., was recently welcomed into the Merck Quarter Century Club by Company President George W. Merck. In addition to his membership certificate, Mr. Furman received a gold wrist watch.

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### Welch, Holme & Clark to Sell for Midwest Extraction

Welch, Holme & Clark Co. Inc., have been given the agency for the Midwest Extraction Co., Rockford, Illinois. The territory included being New York City, New Jersey, Connecticut, Western Massachusetts, Rhode Island, Pennsylvania and the rest of the eastern seaboard.

### Chilson Expands Facilities

Francis Chilson, Industrial Consultant, will add to its present research offices in a wing of the Harwood Building, Scarsdale, New York. The New York City offices will continue at 101 Park Avenue.

Mr. Chilson states that in order to meet increasing demand a number of experts have been retained from the industries in which he specializes.

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### Coffin Named Squibb Adv. Mgr.

Caleb Coffin has been appointed advertising manager of E. R. Squibb and Sons, it was announced recently.

In his new post Mr. Coffin will direct Squibb's institutional and magazine advertising, public relations and radio. Mr. Coffin recently served as a Lieutenand Colonel in the Army Air Forces. He was previously associated with John Price Jones Corp., and with Jones and Brakeley, Inc.

In other advertising changes, Mr. Hardt vice president of Squibb, also announced that Lauren H. Ashe will direct medical, dental and trade-journal advertising, as well as direct mail to the professions. Adrien Gambet will become assistant to W. R. McHargue, manager of the Professional Products sales department.

CALEB COFFIN

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### Goldsmith Jr. Joins Seeds

Russel M. Seeds Co. has announced that Harry B. Goldsmith, Jr., will join the organization as vice president. Mr. Goldsmith, Jr., was formerly vice president in charge of advertising for Grove Laboratories, St. Louis.

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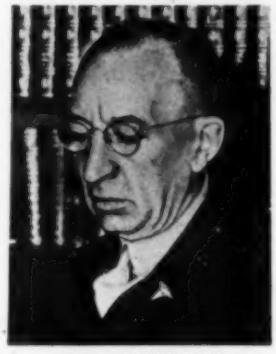
### Kroger Rejoins Richard M. Krause

Henry F. Kroger, who entered the Army in 1943, has resumed his duties as sales representative with Richard M. Krause, Inc.

### Dr. MacBrayer Rejoins Ciba

Col. R. A. MacBrayer, M.D. has rejoined the medical staff of Ciba Pharmaceutical Products, Inc., Summit, N. J., after serving with the armed forces since shortly after Pearl Harbor.

Joining Ciba in 1937 as medical director, Dr. MacBrayer lived in Summit for several years and was appointed consulting endocrinologist and associate pathologist on the staff of Overlook Hospital. As a major in the Army Medical Corps, he was assigned to duty in the office of the surgeon general and later trained and took to Europe a complete station Hospital.



COL. MACBRAYER

Dr. MacBrayer was born in Asheville, North Carolina, and was graduated from Wake Forest College. He received his M.D. degree from the University of Pennsylvania and became an instructor in medicine and pathology at Yale University and at the Graduate School of Medicine of Columbia University.

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### Monegal Visits Here

Esteban Monegal, head of Myrurgia S. A. Barcelona, Spain, is here with his son to arrange for expansion of their perfume business in the United States.

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### Royal Manufacturing Elects

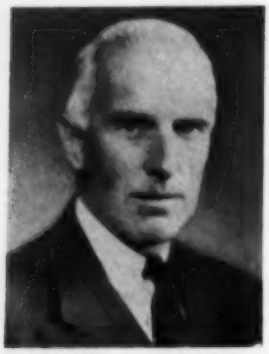
The Royal Manufacturing Co., of Duquesne, Pa., recently acquired by the Greater New York Industries, Inc., has elected the following officers for 1946; Daniel Kovacs, president; Abraham Kamen, vice president-secretary; Samuel L. Sherman, vice president-treasurer; Sidney L. Meyer, vice president.

An old established drug company employing the trade names of Saxon Products and Bugine Insecticides, Royal Manufacturing was organized in 1907. Mr. Kovacs, the newly elected president, was one of the founders.

### Dr. Smith Joins Commercial Solvents

Lawrence W. Smith, M.D., well-known pathologist, is now associated with Commercial Solvents Corporation as medical director.

Previously, Dr. Smith was professor



LAWRENCE W. SMITH

of Pathology at Temple University School of Medicine and was Director of Laboratories at Temple University Hospital. He also worked extensively with the Lakeland Foundation on the development of therapeutic uses for chlorophyll and its derivatives in the cure of war wounds and burns.

Dr. Smith became instructor in pathology at Harvard University in 1920. In 1922 he went to the University of the Philippines at Manila as professor of Pathology and Bacteriology. He returned to Harvard the following year as faculty instructor in pathology. In 1928 he joined the staff of Cornell University's Medical College, and was made Associate Professor in 1932.

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### Berje Procucts Formed

The Berje Products Co., New York City, has recently been formed by Julius L. Bleimann formerly with Edward Remus & Co., Inc. Offices are at 366 West Broadway, New York City.

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### Drs. Sonneborn and Schindler Join Sonneborn

Dr. Henry Sonneborn III, until recently on active duty as a Lieutenant in the USNR, and Dr. Hans Schindler, research chemist, have joined the technical staff of the Petrolia, Pa., refinery of L. Sonneborn Sons, Inc.

A graduate of Johns Hopkins University, where he received his Ph.D. in chemistry, Dr. Sonneborn returns to the company as assistant to Dr. F. W. Breth, vice president and technical director. He had held that position prior to his service in the Navy.

Dr. Schindler joins the company as a research chemist with headquarters at the Petrolia refinery. Formerly senior research chemist at the development laboratories of the Pure Oil Co., Winnetka, Ill., he recently served as a member of the Technical Oil Mission which investigated the German petroleum industry for the Technical Industrial Intelligence Committee (Joint Chiefs of Staff).

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### Burliegh Joins Bristol Myers

George N. Burliegh, recently released by the army, is now associated with Bristol-Myers Company, New York, according to an announcement made by that company. He will be connected with the sales department as analyst and statistician.

Mr. Burliegh joins Bristol-Myers with extensive experience in the analytical and statistical field. He started as an investment counsel in 1927, after having attended New York University.

GEORGE N. BURLIEGH

A few years later he became a trade and security analyst. He continued this work until his entry into the Army in 1941, where he served with the rank of Lieutenant Colonel as executive officer of an anti-aircraft unit in the Pacific Theater.

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### Chas. H. Phillips Plant Expansion

A $1,000,000 program of plant improvement and new construction to provide additional manufacturing facilities for its Chas. H. Phillips Co. division, has been announced by James Hill, Jr., president Sterling Drug, Inc.

Under the program, a new plant will be erected at Gulfport, Miss., at the cost of $700,000, while a 3-story wing will be added to the present plant at Glenbrook, Conn., at the cost of $300,000.

Construction of the Gulfport plant will begin this summer. Manufacturing operations are scheduled before the end of the year. Work has already begun on the Glenbrook addition.

The Gulfport production will serve the southern states and Central and South America. Production at Glenbrook will continue to meet the expanded needs of the rest of this country.

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### Purocaine Moves to West Chester

Purocaine, Inc., has moved its office and manufacturing facilities from Long Island City, N. Y., to West Chester, Pa., thus obtaining greatly increased manufacturing space and equipment.

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### McKesson Building in San Antonio

In preparation for the opening of a complete new wholesale drug operation in San Antonio, Texas, McKesson & Robbins, Inc. has announced plans for the erection of a new building in that city involving a total expenditure of more than $400,000.

It will be one-story design, and of concrete, masonry and steel construction with sound-proofed and air conditioned offices and forced ventilation in warehouse sections which will include the latest modern equipment.

The executive staff selected to inaugurate the new drug house consists of T. E. Bradshaw, manager; H. S. Morris, operations manager; R. L. Donnell, credit manager; W. A. Hacker, sales manager; Ralph Wear, assistant sales manager.

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### Ludlow Heads U. S. I. Sales

Alden R. Ludlow, Jr., has been appointed manager of alcohol and chemical sales of U. S. Industrial Chemicals, Inc., New York. Mr. Ludlow has been asso-

ALDEN R. LUDLOW, Jr.

ciated with U.S.I.'s sales department since 1934 with the exception of 3½ years spent in the Army Air Forces, from which he recently was released as a major.

### Eaton Labs Names Sumner Executive V. P.

Howard A. Sumner has been elected executive vice president in charge of operations of Eaton Laboratories, Inc., Norwich, New York, it has been announced by M C. Eaton, president of the firm.

HOWARD A. SUMNER

The election of Charles Heald as a director and secretary of the company was also announced.

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### Ciba Expands on Coast

The western division of Ciba Pharmaceutical Products Inc., whose home office and laboratories are in Summit, N. J., will shortly expand its western personnel and coverage, Glenn S. Baker, district manager, has announced.

Located at 32 Fremont Street, San Francisco, the western division was opened December 1, 1943 and since that time has developed into a quickly growing organization, recognized for its efficiency.

Personnel who have contributed to this expansion include Lester H. Neil and Lyle W. Stone, Los Angeles; Birney Smith, Seattle; W. H. Timmons, Denver; C. D. Archambault, Portland; and Wesley D. Kessler and Franklin E. West, San Francisco.

Additional representatives will be added to the California staff and one will be named to cover the Utah-Colorado area.

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### Horman Laboratories Moved

F. R. Hormann & Co., Inc. of Brooklyn, N. Y., have moved their plant and laboratory to 30 Sea Cliff Ave., Glen Cove, Long Island.

Larger manufacturing space has been acquired and new equipment added to modernize and improve the manufacture of Horm asbestos filter pads. The company will maintain an office at 186 Joralemon St., Brooklyn.

### Dr. Ruzicka Visits Here

Dr. Leopold Ruzicka, winner of the 1939 Nobel Prize in Chemistry, and Dr. Tadeus Reichstein, the first man to synthesize vitamin C, are in this country to study American scientific developments. They are visiting leading research institutions and are lecturing before many scientific groups during their six to eight week's stay in the United States.

The two Swiss scientists are here at the invitation of the American-Swiss Foundation for Scientific Exchange—an organization founded to tie together again the scientific bonds of the two countries, severed during the war years, by fostering visits of scientists of one country to the other. The American Cancer Society participated in the invitation to Drs. Ruzicka and Reichstein to visit our country because of their extensive knowledge of steroids—organic chemical substances which may play an important role in solving some of the mysteries of cancer.

During a visit to the Hoffmann-La Roche plant, Nutley, N. J., Drs. Ruzicka and Reichstein met a number of their former pupils and associates who are now engaged in research in the Roche laboratories. They said that creative research in this modern era can only result from the combination of two equally indispensable elements; men of profound scientific education and training and adequate facilities for experimentation.

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### Henry Returns to Joseph Turner

Lt. Jack Henry, USNR, has returned to his position in the sales department of Joseph Turner & Co., Ridgefield, N. J., after serving in the Navy since May, 1943.

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### McGinty Joins Millmaster

Major Jerome F. McGinty, former executive officer, Chemical Commodity Division, Chemical Warfare Service, has joined Millmaster Chemical Co., New York, as sales manager for miscellaneous chemicals. Before he entered the service in 1942, Major McGinty was employed in the sales department of Emil Grenier, laboratory supplies.

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### Nucklos Returns to Swindell

Walter S. Nuckols has returned from active duty with the Navy, and is back with Swindell Brothers Inc., as the manager of their New York sales office.

### Collins Heads Iodine Sales

Appointment of E. L. Collins as iodine sales manager has been announced by J. F. Doetsch, president of Chilean Nitrate Sales Corporation, New York.

E. L. COLLINS

Mr. Collins, who has been associated with the Chilean nitrate of soda and crude iodine business for fifteen years, will continue to make his headquarters in the New York office.

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### Forbes Labs Buys Straub Labs.

Forbes Laboratories Inc., of New York and Elgin, Illinois, have acquired the business and assets of the Borden Company's, Straub Laboratories Division, manufacturers of pharmaceutical and biological specialties.

Officers of the newly formed organization are C. R. Bunten, president, Richard C. Bruner and Dr. A. W. Turner, vice presidents. Executive offices are located in Elgin, and sales offices at 350 Madison Ave. New York.

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### Mennen Jr. Returns to Mennen Co.

After five years in the Army, Major Wm. G. Mennen Jr., has resumed his position as treasurer of the Mennen Company, Newark, N. J. Major Mennen had extensive experience in purchasing and contracting supplies for the Medical Department and after that completed studies of American Military Government and of the Japanese language, at the University of Virginia and Yale University.

In Japan, he was appointed to the Economic and Scientific Section of General MacArthur's Supreme Headquarters, and became the highest ranking officer in the rating and price control division there. In the course of this work, he conducted a vital survey of the inventories, production and distribution of Japan's medical supplies.

# Famous Plastics

FOR

FAMOUS MERCHANDISE

PONDS, a famous name in cosmetics, is made by Lamont Corliss Company. They sell beauty through beautiful, attractive containers of Plaskon Molded Color.

Plaskon offers many advantages that make it easy to give drug trade products a distinctive dress. Plaskon is available in a wide range of beautiful, non-fading colors. It can be molded into distinctive designs and shapes. Plaskon is completely impervious to the effects of alcohol, acetone or other organic solvents, and it is not affected by oils or fats. Plaskon is odorless, tasteless and inert.

Your molder, or experienced Plaskon men, will be glad to show how Plaskon can be used to your advantage.

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PLASKON

TRADE MARK REGISTERED

MOLDED COLOR

### Lewis Heads Atlanta Club

Fred J. Lewis, general manager, John B. Daniel Inc., wholesale drug concern, and a charter member of the Atlanta Drug and Chemical Club, was elected president of that body at the annual meeting March 9 at the Robert Fulton Hotel. Charles T. Harrell, district manager of the Wm. S. Merrell Co., was elected vice president, and E. Carter Coble, division manager of Massengill Company, was named treasurer.

The following were elected to serve as the board of directors: W. R. Granberry, general manager SSS Company; George R. Fellows, division manager Fritzsche Brothers; M. Ray Lowery, division manager Pro-phy-lac-tic Brush Co.; W. A. Volk, general manager Atlanta Economy Drug Co., and Robert Sheperd, Sterling Drug Company. Lewis W. Robinson, retiring president of the group will serve as the sixth member and chairman of the board.

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### Dan Dahle Heads Bristol-Myers Research

Dan Dahle, chief of the Cosmetics Division of the Food and Drug Administration, has left that agency and joined Bristol-Myers & Co., to become the head of their research department at the Hillside, N. J., plant.

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### Ina de Cris Rebuys Company

Ina de Cris has repurchased the company she sold two years ago. Her new offices will be located at 689 Madison Ave., New York.

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### Monsanto Appoints Dunwody

Appointment of Donald Dunwody as assistant branch manager of its New York sales district was announced today by Monsanto Company's Phosphate division.

A native of Brunswick, Ga., Dunwody was graduated in 1929 from the University of Georgia with A.B. and LL.B. degrees. He was in the sales department of the Swann Chemical Co., until its acquisition by Monsanto in 1935, and since then has been a resident salesman in New York.

From April, 1942 until January, 1946, he was on leave with the U. S. Navy. He held the rank of Lieutenant Commander at the time of his discharge.

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### Stanton Rejoins Drury

Bob Stanton has rejoined the A. C. Drury & Co. Inc., as sales representative after three years in the service with the 13th Airborn Division.

### Stone Joins Schimmel

Basil Pegushin and F. G. Stone in the Schimmel perfume laboratory. Mr. Stone (right) has been undergoing a

BASIL PEGUSHIN and F. G. STONE

course in training under Mr. Pegushin, perfume chemist, preparatory to joining the sales force.

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### Bardfeld—Sales Manager for Marvin R. Thompson

Dr. Marvin R. Thompson announced the appointment of Gustave Bardfeld, formerly of Eli Lilly & Co., as sales manager for New York City. Mr. Bardfeld will manage the sales and distribution of the "MRT" ethical specialties of Marvin R. Thompson, the "PTA" pharmaceuticals and toilet accessories of Paul Thompson Associates, and the cosmetic products of Elisabeth Rae-Lamont.

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### Bristol Laboratories Advance Three

At the annual meeting of the Bristol Laboratories sales force, held recently in Syracuse, N. Y., three promotions were announced.

Richard C. Dalby was appointed assistant sales manager. Charles H. Townsend and Tom Rylands were named divisional managers. Mr. Townsend was assigned to the northeastern seaboard area which includes New England, New York and southward to Maryland, and Mr. Rylands will serve in the central west.

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### Lynette Changes

F. J. Stanton, president of Lynette Perfumes, Inc., and Lynmark Ltd., is assuming the duties of sales and advertising manager, for that organization.

Oscar C. Olin previously sales and advertising manager, will serve the firm in an advisory and consultant capacity until further notice.

### Nielson Named by Citro

Charles P. Walker, Jr., president of the Citro Chemical Co. of America, announced the appointment of A. T. Nielson as plant superintendent in that organization.

Mr. Nielson formerly was associated with the Worthington Pump and Machinery Corporation, and when he left them was application engineer of the company.

He graduated from Lehigh University in 1933 with a degree in Chemical Engineering and later took his masters degree at the same university.

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### Forster to Europe

Rene Forster, president of Rene Forster Co., Inc., recently flew to Paris where he will renew connections suspended by the war. Mr. Forster is also visiting with friends and relatives in Zurich, Switzerland. Before he returns he will visit Grasse, France, and Italy.

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### Pfizer Elects Two New Directors

At the annual meeting of stockholders of Chas. Pfizer & Co., Inc., Norman A. Grimm, manager of the Chicago office of the company and John L. Davenport, superintendent of the company's works, were elected directors. Mr. Grimm has been employed by the company since 1914 and has been manager of the Chicago office since 1944. Mr. Davenport came to the company's Brooklyn plant in 1929 and in the last five years has held the positions of department head, assistant general superintendent and general superintendent of the works.

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### Dr. Jayne Advances Miss Corper

Dr. D. Jayne & Son, Inc., Philadelphia, Pa., announce the appointment of Evelyn Corper as advertising manager to handle both domestic and foreign advertising. Miss Corper has been associated with the company for several years, and prior to her present connection was for some time with a Philadelphia advertising agency.

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### Correction—Kane, Not Vance

We wish to make a correction concerning a news item appearing in the March issue, about Civray Inc., wherein one of the principals of that firm was referred to as Paul M. Vance. The correct name being Paul M. Kane.

### Michaels Named McKesson Director

Henry Michaels, vice president and secretary of McKesson & Robbins, Inc., has been appointed a director of the company, William J. Murray, Jr., president, announced recently.

HENRY MICHAELS

Mr. Michaels has been connected with McKesson & Robbins since 1930, serving successively as manager of the Oakland (Cal.) division, assistant regional vice president of the Western region and regional vice president in charge of the Southeastern region. He is a native of San Francisco and the son of the late Charles F. Michaels, formerly chairman of the board of directors of McKesson & Robbins, Inc.

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### McGrath Joins Orbis Products

C. D. McGrath, Jr., has joined the New England sales staff of Orbis Products Corp. Mr. McGrath, who will make his headquarters at 89 Broad St., Boston, is a 1941 Boston College graduate. Recently released from active duty with the Navy, McGrath saw service during the war as a Lieutenant Commander in the Naval Air Forces.

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### Universal Laboratories Development

Universal Laboratories, Long Island City, N. Y., announced a program to streamline its corporate structure and business operations. The company will concentrate and expand its business in the cosmetic and toilet goods field, with emphasis upon mass production of high quality, moderately priced merchandise.

Two important steps in the program have already been completed. The sale of certain assets not required for the company's principal operations has been arranged. The principal property disposed of is American Druggists Syndicate Inc.

The continuing and expanding operations of Universal Laboratories include "Mavis," talcum, the "Djer-Kiss" line of toiletries, the Delettrez treatment line of luxury cosmetics, and Kny-Scheerer surgical instruments.

Plans are under way for more complete mechanization of production of the company's products. It is contemplated that the entire program can be carried out by the close of the year.

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### Murphy Rejoins National Can

Lieutenant Stephen M. Murphy has rejoined the sales staff of the National Can Corporation after serving overseas for three years with the Army Air Forces in England, France and Belgium.

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### Sowersby Heads Winthrop Chain Sales

Winford E. Sowersby has been appointed manager of the newly created Chain Store sales division of Winthrop Chemical Company, Inc., and Ernest E. Bartimmo has been advanced to manager of the merchandising and display department, the post formerly held by Mr. Sowersby.

Mr. Sowersby has been associated with Winthrop since 1930 and, during the war handled Winthrop's war sales contracts. He was graduated from the Columbia University College of Pharmacy with the degree of Ph.G. in 1926, and served as a retail pharmacist in the metropolitan area until he joined Winthrop.

Mr. Bartimmo received his Ph.G. degree from Long Island University, Brooklyn College of Pharmacy in 1932, thereafter serving as a practicing pharmacist until joining Winthrop in 1939.

### Springer Elected Bristol-Myers V. P.

William M. Springer has been elected a vice president of Bristol-Myers Company. He will be in charge of research.

Mr. Springer became associated with Bristol-Myers in 1916, shortly after receiving his degree in chemical engineering from Columbia University. Two years later, he was made director of research at the company's Hillside, N. J. laboratories and in 1941 was promoted to assistant vice president.

WM. S. SPRINGER

A resident of Basking Ridge, N. J., Mr. Springer is a member of the Chemists Club of New York, the American Chemical Society, the American Institute of Chemists, and the American Statistical Ass'n.

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### Danco Heads Civic Association

Gerard J. Danco, president of the Gerard J. Danco International Corporation, has been elected president of the Morristownship Civic Association of Morristown, N. J.

The 20th annual dinner of the Drug, Chemical and Allied Trades Section New York Board of Trade, Inc., held at the Waldorf-Astoria Hotel, March 14. Left to right; Harold M. Altshul, chairman, DCAT section; Dr. Carle M. Bigelow; Major General Alden H. Waitt, USA, Chief, Chemical Warefare Serice; Major General Leslie R. Groves, Head of the Atomic Bomb Project, who spoke at the dinner; Guy L. Marsters, The Norwich Pharmacal Company; Ralph E. Dorland, Dow Chemical Co.; R. B. Magnus, vice president, Magnus, Mabee & Reynard, Inc.

### Bogner Opens Consulting Office

Franz Bogner, for the last eleven years with Elizabeth Arden, has opened an office and consulting laboratories at 24 East 21 St., New York, for research and development of cosmetics.

Mr. Bogner's experience has included both laboratory and production. He plans to develop his consulting practice on the basis of product development from laboratory to production in the factory.

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### Bristol Laboratories Adds Five

Five recent additions to the staff of Bristol Laboratories Inc., Syracuse, N. Y., have been announced. They include Harry O. Nutting, Jr., chief construction engineer, Dr. Lee C. Cheney, who has been assigned to synthetic organic research, Dr. William C. Risser, who will specialize in biochemical research, Robert C. Gasen, special assistant to the general manager, and Dr. Alden B. Hatch, in charge of fermentation development.

Mr. Nutting will be in charge of new construction operations for the company. Prior to five years in the Army Engineer Corps, Mr. Nutting served as a consulting engineer. He is a native of Lebanon, Pa. and a graduate of Lehigh University.

Dr. Cheney has been engaged in research work in the pharmaceutical field and has numerous technical publications to his credit. He holds the degree of M.S. from the University of Utah and Ph.D. from Iowa State College.

Dr. Risser served as a research biochemist at Abbott Laboratories before his move to Bristol. He graduated from the University of Illinois with the degree of B.S.

Mr. Gasen is a graduate of the University of Illinois College of Pharmacy and the College of Law at the University of Colorado. In his new capacity, he will be engaged in handling of contracts and other legal problems.

Dr. Hatch was in charge of fermentation at Cutter Laboratories, Berkley, Cal, and also served as technical consultant for Abbott Laboratories. Previously, he was a captain in the U. S. Army, assigned to the penicillin production and research program. He is a graduate of the University of Idaho and holds a Master's degree from Yale University and a degree of Ph.D. from Harvard University.

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### N. W. D. A. Fellowships

Two veterans of the South Pacific have been awarded research fellowships established at the Ohio State University by the National Wholesale Druggists Assn., according to C. C. Caruso, chairman of the association's board of control.

The fellowships provide for a year's study into methods of improving the efficiency of wholesale distribution and of reducing distribution costs.

Major James H. Davis, who participated in the Leyte and Okinawa campaigns, will conduct research into sales management methods. He is a former assistant on the faculty of the University.

Lieut. Albert B. Fisher, USNR, who served as supply officer in the south Pacific, will make a study of the handling of orders in wholesale drug houses. He has been as assistant on the faculty, and served as an associate district price executive of OPA.

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### New Plant for Elizabeth Kent

Elizabeth Kent Company, is opening a new plant at 281-285 Berkeley Ave., Newark, N. J., as of April 1, 1946.

Dinner given in honor of Lee Wiltsee, retiring vice president and treasurer, after fifty-two years of service, by Thurston Merrell, president of the Wm. S. Merrell Company, on March 1, 1946. Left to right; J. G. Pille, cashier, E. A. Joering, vice president, Dr. R. S. Shelton, vice president, Mr. Merrell, Mr. Wiltsee, N. M. Gampfer, vice president, H. W. Schuster, assistant secretary, and W. J. Ransom, secretary and treasurer.

### Howe Joins Heyden

John J. Howe has joined Heyden Chemical Corporation's development

JOHN J. HOWE

division. He was recently released from the U. S. Navy, where with the rank of Lieutenant, he was assistant to the Naval inspector of Ordnance at the Navy's plant located at Charlotte, N. C. Before entering the Navy he was development chemist for the American Hard Rubber Co., at Butler, N. J.

He was graduated in 1939 from St. Bonaventure College.

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### Ricketts Named Sales Manager

Elmer H. Bobst, president of William R. Warner & Co. Inc., has announced the appointment of M. M. Ricketts as general sales manager.

Mr. Ricketts entered the company in 1945 as vice president and general sales manager of Standard Laboratories. He will continue in this position as well as assuming the responsibilities for the complete sales operations of the other Warner Companies.

Other appointments announced include H. L. Knauer and E. O. Emerson as sales manager and assistant sales manager respectively for Standard and Warner in the New York Division. T. H. Paaske, who has been managing sales activities for Standard in St. Louis will now also manage Warner sales.

L. I. Short, who for many years has been in the company's sales management picture, has been assigned to new executive duties in the consolidated management operation.

---

### Norman Anderson—Consulting Engineer

Norman Anderson, production engineer has opened an office at 126 South 14 St., Newark, N. J., for consulting in plant design, production layout and special machinery.

**HERE'S HOW REFRIGERATION IS DOING A JOB FOR THE CHEMICAL INDUSTRIES**

**Constant temperature control.** Fully automatic G-E equipment will maintain any required temperature level for minutes . . . or weeks.

**Tailored temperature control.** G-E refrigeration equipment can be so regulated as to automatically follow a specific temperature program for any process.

**Evaporative cooling.** Where water costs are a sizeable factor, G-E evaporative coolers and condensers save many a production dollar.

**Special cooling jobs.** Wherever a chemical process requires cooling, your G-E distributor can suggest an economical efficient G-E system that will do the job to your satisfaction.

Refrigeration is used to carry batches through any desired program . . . in precipitation kettles, for example. The refrigeration first dissipates chemical heat from the reaction between ingredients . . . holding the temperature constant for uniformity in the reaction . . . and then pulls down the temperature of the resulting aqueous mixture to effect precipitation of crystals in a definite predetermined cycle.

**G-E Know-How plus G-E Show-How**

In this, as in other applications of refrigeration, your G-E distributor or contractor can supply you with fully automatic equipment, sized correctly to do the job you specify. He will be glad to consult with you on the installation of G-E refrigerating equipment in your plant. *General Electric Company, Air Conditioning Department, Section 6044, Bloomfield, New Jersey.*

**GENERAL ELECTRIC**

***Industrial Refrigeration***

### Pfizer Opens West Coast Branch

Chas. Pfizer & Co., Inc. have recently established a west coast branch in San Francisco. A sales office has been opened in connection with the warehouse facilities in the Brokers Bldg., 605 Third St. Robert G. von Bernuth, appointed manager of the office, has been with Pfizer since March 1934. He had been in the New York general sales office of the company since 1936.

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### Le Galion Perfume Reestablishment

Raymond Pillois is in this country reestablishing sales and distribution for Le Galion Perfume. Offices have been opened at 50 East 42 St., New York, and the first shipments are expected within a month.

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### Ewald Joins Evans Chemetics

Evans Chemetics, Inc., Manufacturing Chemists, New York, announce that Richard D. Ewald has joined the sales staff in the Chemicals division.

A graduate of Amherst, Mr. Ewald's earlier experience was with the Killian Research Laboratories, New York; in the pharmaceuticals field with G. D. Searle & Co., Chicago; and Westvaco Chlorine Products Company, New York

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### Bristol Laboratory Expansion

Plans for expansion of the penicillin plant of Bristol Laboratories, Inc., at a cost of $1,000,000 have been made known.

### Bristol-Myers Advances Freer

Vrooman H. Freer has been elected an assistant vice president of the Bristol-Myers Co., according to a statement made by the board of directors of that company.

Mr. Freer has been associated with Bristol-Myers for 24 years. Upon joining the company in 1921, he was made company representative, first in Indiana and later in New York City. He was appointed assistant sales manager in 1942.

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### Blue River Plastic Corp.

Mr. and Mrs. Frank J. Nussbaum, partners of the F. J. Nussbaum Co., fabricators and designers of plastic originals have announced that the firm name will be changed to Blue River Plastics Manufacturing Corp. Officers of the firm remain Mr. and Mrs. F. J. Nussbaum. The address of the firm remains the same, 473 Hudson Ave., Brooklyn, New York.

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### Edward F. Kelley

Edward F. Kelley, Lederle Laboratories, able 35 year old manager of hospital and industrial sales, died recently after only a brief illness. Born in Watertown, Mass., and educated in Somerville, Mass., schools, Mr. Kelley received his early training in the hospital field working for the firm of E. F. Mahady, a Boston surgical supply house. He became a Lederle medical representative in 1937.

Mr. Kelley's sales performance was soon rewarded with a promotion to assistant branch manager in Boston. About a year later, he was named New England divisional manager. A little more than a year ago, Mr. Kelley was called to Lederle's executive office in New York to organize and expand a hospital and industrial sales department.

Mr. Kelley is survived by his wife, Alice, and a daughter Kathleen.

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### Fred L. Allen

Fred L. Allen, 59, for the past 37 years New Jersey and eastern Pennsylvania sales representative for Frederick Stearns & Co., Division, Sterling Drug Inc., died Sunday March 10 in the Presbyterian Hospital, Newark, N. J.

Mr. Allen was the dean among pharmaceutical salesmen, according to Stearns officials, and had become "an institution among more than 500 druggists in New Jersey and Pennsylvania upon whom he called regularly."

Born in Cleveland, Ohio, Mr. Allen attended Ohio State University. He later pioneered in the Scholarship Fund at the College of Pharmacy, Rutgers University. He is survived by the widow and two sons.

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### Col. M. W. Wade

Col. M. W. Wade, 58, for eight years southern division sales manager of the Norwich Pharmacal Company, died after a heart attack at his office in Nashville, Tenn., March 7.

Born on a farm in Washington County, Virginia, Colonel Wade later moved with his family to Bristol, Tenn., where he received his early education. He attended Merriman Business College and King College in Bristol.

Colonel Wade joined the Norwich Pharmacal Company, in 1916 traveling out of the Chicago offices of the company, with middle and east Tennessee as his territory. In 1925 he was made special representative of the Chicago office. In 1938, he became southern division sales manager.

He is survived by his widow and two children, and four sisters.

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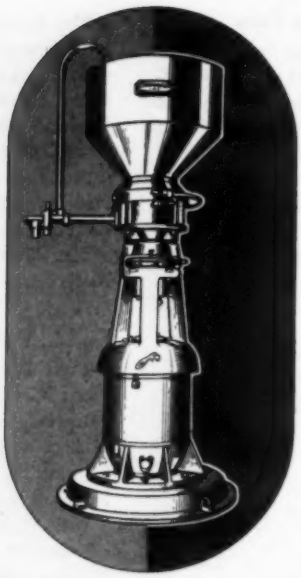
### Iso-Beeswax Booklet

The American Cyanamid & Chemical Corp., has issued a new booklet "Iso-Beeswax" a review on a uniform emulsifying agent for creams. Requests for copies should be addressed to the Specialty Products Department of American Cyanamid & Chemical Corporation, 30 Rockefeller Plaza, New York.

The Quarter Century Club of Bristol-Myers Company, held its second annual meeting and election at the St. Regis Hotel in New York recently. The club, whose 23 members represent nearly 700 years of service with the company, elected officers for 1946; Miss Mae Geigerich was elected president; Joseph M. Allen, vice president; Miss L. J. Brosky, secretary-treasurer.



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1. *An Eppenbach High Speed Wet Grinding and Colloid Mill* will reduce the size of solid particles to microscopic dimensions and effect their instantaneous dispersion in fluid or plastic materials as consecutive operations in the same cycle.

2. Operation of the EPPENBACH COLLOID MILL requires neither training nor special skill—merely attention to simple directions. A calibrated dial registers adjustment of clearance between milling surfaces thus assuring higher uniformity of treatment.

EPPENBACH COLLOID MILLS are available in laboratory and production sizes. Capacities range from ½ to 3600 gallons per hour or higher. The principle of operation is the same for all sizes; therefore performance and capacity can be accurately predetermined by experiment with a laboratory unit.

EPPENBACH COLLOID MILLS can be adapted for pressure feed of viscous and semi-plastic materials. They are easy to dismantle for cleaning and sterilizing.

Write for Catalog No. 401 describing our equipment in detail.

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*Processing Equipment for Over 30 Years*

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*COMPANION*

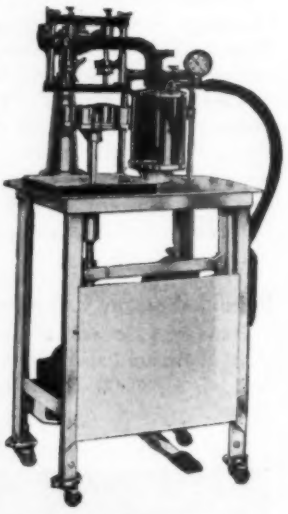
# SEMI-AUTOMATIC MACHINES

## *Clean and Fill 50 to 75 Gross of Containers per 8-Hour Day!*

Both are 2-Tube Machines and handle two containers at a time. Are portable and come furnished with cord and plug for attaching to electrical outlet.

Both are fully automatic in operation except for placing and removing of containers by operator and require only ordinary skill for efficient operation. They serve efficiently not only for small producers, but in larger plants as well for use on special runs.

The same carefulness in details and efficiency in construction is built into them, as is found in our larger fully automatic and high speed bottling machinery.



**MODEL B, TWO-TUBE VACUUM FILLER**
An ideal filler for filling from any tank, barrel, jar or 5-gallon bottle on floor. Floor space required 30 x 18 inches.

**E-Z CLEANER**
A bottle cleaner for cleaning new glass. Machine uses compressed air and is furnished with Compressor and Motor. Simply plug into electrical outlet. Floor space 27 x 14 inches.

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MEMO

Bill,
Been hearing a lot about Alsop's New Filters
Understand they're now available in Stainless, Monel, Bronze etc. and everyone is using 'em too
Charlie

# Their LOW COST made possible by Large Production

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The unequalled filter discs, used in the Alsop Filter, guarantee you a clean, clear, sediment-free product. It is the secret of positive results.

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Filter discs can be changed easily and quickly. It is just as simple to clean the entire machine for use on different liquids.

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Requires exceptionally small floor space. For example, a 600 gals. per hour filter complete with motor and pump requires only a 9" x 20" floor space—a 2000 gals. per hour unit requires only 12" x 24" of floor space.

**CAPACITY**

Made in sizes, with or without pumps, from 1 gallon per minute up to thousands of gallons per hour.

**NO LOSSES**

Being completely sealed, these filters eliminate loss of liquid through leakage or dripping or even by evaporation.

***Thousands*** of ALSOP "Sealed-Disc" filters already in use on a wide range of applications prove that they are economical to use because their efficient operation assures an ultra fine, brilliantly polished product wherever liquids are to be clarified.

Eight different types of discs of varying densities are available for use in the "Sealed-Disc" filter which assures just the right degree of fineness of filtration you require.

Send for your copy of Bulletin 745 and get the entire story or write us, giving complete details of liquids and quantities to be clarified. Our laboratory facilities have been very helpful to many of our customers. Perhaps we can help you. There's no obligation.

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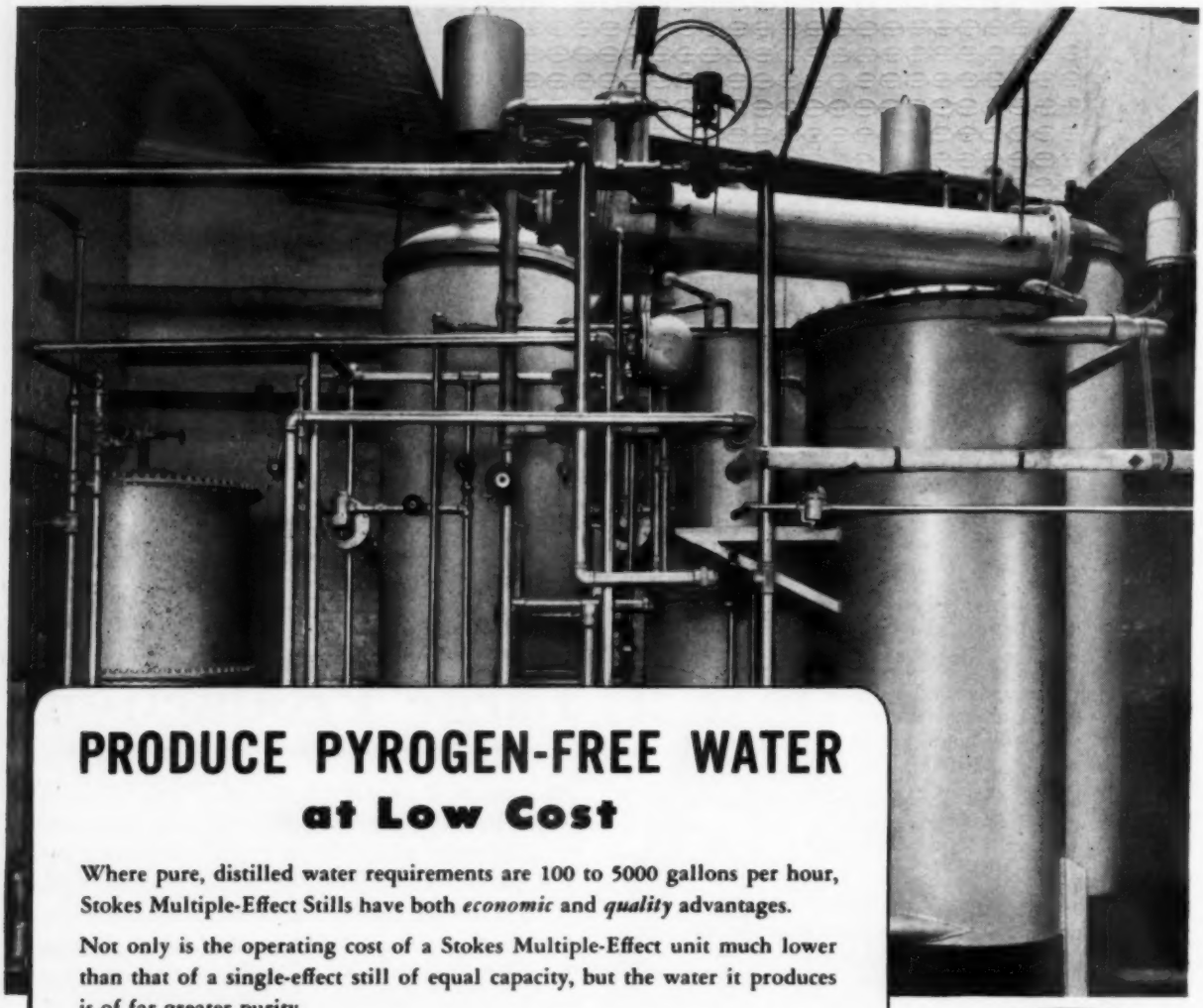
In addition to the discs for our own filters, we can supply discs or sheets cut in any shape and size to fit other type filters.

# *Stokes* water stills



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Stokes pioneered the development of this type of equipment more than 25 years ago . . . is today engineering and building water stills to meet all requirements.

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**F.J.Stokes** PROCESSING EQUIPMENT FJS Est. 1895

# *Production Forum*

By Francis Chilson
Industrial Consultant

**Building Restrictions**

As you all know the Federal Government proposes to restrict industrial building of all types. Although the announcement sounds very definite and uncompromising, it isn't really as tough as it appears on the surface. Before the program was announced, I was told by an individual who was privy to the discussions that went on in Washington before the restriction program was drawn up, that Washington recognizes not only the need for veterans houses, but also the need for veterans' jobs. Therefore, it is the purpose of the administration to ballyhoo the restriction in order to frighten off those manufacturers who can as well defer proposed building projects for a year or two without serious impairment to their business. Distress cases will be given permission to build. And industries will be graded in order of their importance to the public health and safety. Drug manufacturers will get a better break than the cosmetic people. Even cosmetic manufacturers will be able to build, if they can prove a distress situation, or if their building program is limited to the use of concrete, cinder block, cement block, and similar materials which are available in profusion. In this connection, I was told that we never have used, in this country, more than 30 per cent of our cement making capacity.

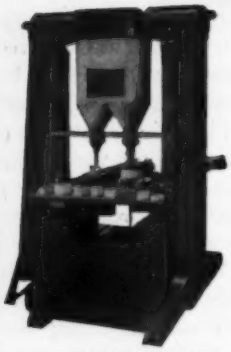
From my point of view, the restriction on building is a God-send. Manufacturers in the trade were rushing pell-mell into construction programs which, in some cases, were extremely unwise, and in most cases were certainly not well digested. During the last fifteen years, I have been a participant in a number of building programs of various sizes. My experience is that if mistakes are to be avoided, building layouts and plans should be completed to the last detail before any construction is undertaken. In one instance, a year was spent on preliminary plans before architects were authorized to proceed with the project. In another instance, six months were required. This preliminary time is in striking contrast to some of the building programs I have heard about recently. Most manufacturers had nothing down on paper before V-J Day. Two recent instances came to my attention where within a month, manufacturers had purchased sites and wanted to start building immediately. There is no surer way of wasting vast sums of money.

First of all, a new construction program should not be undertaken until the manufacturer is convinced that modernization of his existing plant will not give him the additional capacity his business requires. When a careful survey of existing facilities has demonstrated that they are inadequate, and that they cannot be modernized economically, then the first step in a building project is to locate a suitable plant site.

The location of a plant site is a matter for very serious study. In the past, most plant sites were purchased with about as much forethought as one gives to the purchase of a pair of shoes—or even less. Even today, manufacturers purchase plant sites either on price or prejudice. I know of plant sites that were purchased merely because the boss liked the view. I know of one that was purchased because it was near a golf course. I know still another that was purchased because it adjoined a parkway. I know still another that was purchased because the president didn't like to drive far to work. I know of one plant site that was located a quarter of a mile away from a railroad siding simply because the president didn't like the sound of trains rushing past. His trucking bill for hauling materials from siding to the plant and back again mounted to $37,000.00 annually. Such an expenditure is pure waste because it could have been avoided altogether. It doesn't sound like much when you talk of one year's expenditure. But in twenty years, which is a very short time in the life of a plant, the useless expenditure amounted to $740,000.00. Such an expenditure on the fifty year normal life of the plant, would amount almost to two million dollars. Such a sum is indeed a very high price to pay to satisfy a whim. For a small fraction of this sum, a completely sound proof, air conditioned plant could have been built on the railroad siding.

The difficulty in such situations is that such figures always are buried, and never are brought to the attention of the boss in such a striking fashion. Accountants dump into shipping expense all necessary and unnecessary trucking, freight, and other expenses. That's one

# . . . they chose US



**Model MH "BOND" Semi-Automatic VOLUME FILLER, WEIGHER OR PACKER**

The manufacturers and packers of the products illustrated above came to ***US*** for dependable packaging equipment. The Model MH "Bond" filling machine was selected for several reasons. (1) The MH "Bond" is semi-automatic and therefore can be converted easily from one package size to another or (2) it can be used for filling bags, envelopes, cartons, jars or cans. (3) A single operator can fill up to 40 containers per minute. (4) Packed weight is controlled to a fraction of an ounce. (5) It is ideal for packing such products as ground spices, face powder, talcum, flour, soap powder, cocoa, etc.

The Model MH "Bond" is a twin-station machine. ***US*** also manufactures several other models of semi-automatic and automatic machines with one, two or four stations.

Regardless of your packaging machinery problems, it will pay to discuss them with ***US***, just as others have done for many years.

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reason why accounting figures aren't worth a damn from an engineering standpoint.

A proper plant site for a drug or cosmetic manufacturer is not easy to find, but it can be done. I have prepared, for my clients, a list of twenty-two specifications to which a proper plant site must conform. In a recent instance, I dissuaded a drug manufacturing company from the purchase of a plant site at a cost of $7,000.00 an acre, because, in my judgment, it did not conform to the standards which I have derived from experience. I sent them a set of specifications, and when these were discussed with local real estate operatives, their reaction was that I was too idealistic and that no such plant site was available in that particular area. Yet the president of the outfit convinced himself I was right, and in a few weeks he found a site which matched every one of the specifications exactly, at a cost of only $1,000.00 an acre, and as an added accidental feature, it was five miles closer to the president's home than his existing plant.

Once a plant site of proper size and type has been selected, then it is necessary to determine the size and type of building to suit particular businesses. I have written much out of my experience on this subject. When the building type and size has been determined, it must be located on the plot in such a way as to provide for intermittent departmental expansion, as required by the future growth of the business. I have recommended to my clients to multiply their wildest dreams by five, at least, and then to set up the original plant nucleus with this maximum growth in mind in such a way that the initial construction step will be conservative and yet flexible enough so that it can be expanded in a logical, integrated manner as the need arises.

Many manufacturers take the fatalistic attitude that what is future cannot be foreseen. That is true. But when any business has progressed to a point where the construction of a new plant is justified, it obviously is growing, and its rate of growth can be projected over a period of twenty-five or fifty years. When a master plan is prepared, the initial construction steps can be taken knowing that it is in the right place and of the right type.

There are certain fundamentals that were as true in the drug and cosmetic industry a hundred years ago as they are now, and as they will be a hundred or a thousand years hence. First of all, you have certain physical categories which will not change. There are: liquids, powders, semi-solids, and solids in various forms, such as tablets, capsules, sticks, and other molded products. The character of these preparations may change, and their formulation will certainly change, but their physical characteristics will not change.

What is true of the physical nature of the preparations this industry manufactures, also is true of its packaging materials. Two thousand years ago, Cleopatra used perfumed unguents out of jars. Women today still are using perfumed unguents or creams out of jars. Two thousand years hence, women will be dabbing something or other on their faces, which also will come to them in some kind of jars. The cosmetic industry is never likely to reach a point when it will ship creams to women in barrels. The same thing is true of medicine containers. Liquids will always go to consumers as they always have gone, in containers of some sort. We certainly will never reach the point when medicine will be shipped to consumers in hogsheads or tank cars.

Products of the drug and cosmetic industry always have, and always will be distributed in some form of container. The materials out of which the containers are made may change. Fifty years from now, all such containers may be of some, as yet unknown plastic or metal. But they will still be containers and the fundamental law to be derived from such a condition is the fact that a rigid container always requires as much cubic space for storage when it is empty as it does when it is filled. A bottle closed with a cap and bearing a couple of labels, and put into a folding carton, and in turn, packed with several others into a shipping case, will require approximately one and a half times as much space for the storage of packaging material as the finished article requires in the finished stock storage warehouse. Considering the fact that packaging materials must be carried, as a rule, in volumes sufficient for a two or three months production, a ratio for storage of packaging materials to finished stock of three to one is automatically established. The ratio will change in accord with the company's purchasing policy.

So if we think of our future growth and expansion in terms of the physical nature of the products with which we should always have to deal, and in terms of the nature of our packaging materials and the ratio between space required for the storage of packaging and raw materials and of finished stock, it is definitely possible intelligently to allocate the space within the initial building, so that future growth can proceed in an orderly, coordinated manner.

Therefore, I repeat what I said above, that it is a God-send that the Federal Government has forbidden the major part of commercial construction because it will give you an opportunity to do some really fundamental, common sense thinking, and it will give you time also to translate this thinking into carefully detailed plans which can be put into effect at the appropriate time without costly oversights or errors.

### Agitator

The Cowles Co., Cayuga, N. Y., are offering a new type of agitator called a "dissolver." This consists of a vertical shaft with a plate at its lower extremity. On the top and bottom of this plate there are fins which impart a figure eight movement to the liquid being mixed while the agitator is in motion. It is claimed that high velocity agitation is secured with no aeration. It is claimed that this type of agitator is more effective than either a propeller type or a turban type. From the construction of the unit, it looks as if it should be a good emulsifying unit in the manufacture of face creams.

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## Warehousing

Unless you stop to measure it, it is difficult to believe that from fifty to seventy per cent of the space required for the average drug and cosmetic plant is required for warehousing of one kind or another. The amount of space required for warehousing purposes becomes a vitally important topic in the face of steadily increasing construction costs. Time was when a one story masonry building, suitable for warehousing purposes, could be built for about $1.50 per square foot. Such a building in today's market will cost not less than $4.50 per square foot, and it may go as high as $6.00 per square foot in the near future.

Good space suitable for manufacturing, packaging, laboratory and office purposes will run from $7.00 to $10.00 a square foot. Because of this difference in construction cost, and because warehousing really requires only protection from the weather with a minimum amount of provision for winter heating, the time has come when we should consider the problem of warehousing more carefully than we have ever considered the subject before.

First of all, if you are planning to build a multi-story building, the whole structure must be built of the same heavy materials in order to sustain the loads of the floors themselves, together with the weight of the material and equipment that will be put upon them. If you are building a one-story structure, it is possible to sectionalize the building so that those areas devoted to manufacturing, office and laboratory operations can receive the treatment which is necessary, while the remainder of the building can be by comparison, built very inexpensively.

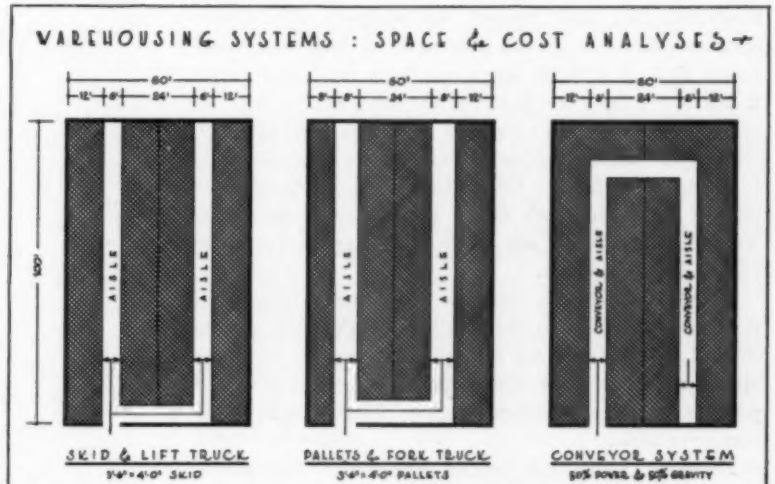
While it may be startling to some degree to realize what percentage of your factory space is required for storage operations, it probably will still be more startling when you make an analysis of that space and find how much of it is wasted by aisles. To illustrate this wastage, I call your attention to the attached drawing. This shows the amount of space that would be required in a building 60′ x 100′, for aisle space. The space allocation is necessarily ideal and the study shows, moreover, the amount of aisle space required by the three basic methods of handling and storing materials. These methods are: Skids and lift trucks; power operated fork trucks with pallets; conveyors.

To make a direct comparison, it is necessary to assume ideal conditions, that is, all lateral aisles have been eliminated, and the assumption is drawn in each instance that all receiving is done at one end of the building. Also is assumed the ideal that individual materials are stored in sufficient quantity to permit stacks twelve feet deep.

In the case of skids, it is assumed that along the walls, the skids will be stacked three deep (twelve feet). In the center of the aisles, the skids will be stacked six deep, back to back, accessible from the alternating aisles. In order to make a direct comparison, a similar assumption is drawn in the case of pallets and fork trucks, and also in the case of the conveyor system as well.

Reference to the table of comparative data will show that in the case of the skid and lift truck system, 22.4 per cent of your floor space is required for aisles. In the case of the pallet and power operated fork truck system, 29.7 per cent of the total space is required for aisles, because fork trucks cannot be maneuvered and made to turn at right angles and stack in aisles narrower than 8′. In the case of the conveyor system, the aisles are limited to 6′. Two feet of this is taken up with the conveyor itself, while a 2′ walk aisle is provided on either side of the conveyor so that the stackers can move from point to point along the conveyor. The conveyor system requires less aisle space being only 20 per cent of the total.

However, when you consider the utilizable volume of cubic storage space, some rather startling figures may be obtained by glancing at the chart. In the case of the skid and lift truck system, the skids can only be




| | SKID & LIFT TRUCK | PALLETS & FORK TRUCK | CONVEYOR SYSTEM |
|---|---|---|---|
| TOTAL AREA (SQ. FT.) | 6,000 | 6,000 | 6,000 |
| TOTAL STORAGE AREA (SQ. FT.) | 4,656 | 4,208 | 4,800 |
| TOTAL AISLE AREA (SQ. FT.) | 1,344 | 1,792 | 1,200 |
| PERCENTAGE OF AISLE AREA TO TOTAL AREA | 22.4 | 29.7 | 20.0 |
| TOTAL AVAILABLE VOLUME (CU. FT.) - 20 FT. CLEAR. | 120,000 | 120,000 | 120,000 |
| MAXIMUM HEIGHT OF STACK IN FEET | 6 | 18 | 18 |
| UTILIZABLE VOLUME (CU. FT.) | 27,936 | 75,744 | 86,400 |
| PERCENTAGE OF UTILIZABLE TO TOTAL VOLUME | 23.3 | 63.1 | 72.0 |
| PERSONNEL REQUIRED | 2 | 1 | 3 |
| ANNUAL LABOR COST @ $1500 | $ 3,000 | $ 3,000 | $ 3,000 |
| INVESTMENT COST (EQUIPMENT) | $ 1,260 | $ 7,710 | $ 2,000 |
| ANNUAL LABOR COST PER 1000 CU. FT. OF STORAGE | $ 107.53 | $ 10.81 | $ 12.08 |
| ANNUAL DEPRECIATION COST (10 YEAR BASIS) PER 1000 CU. FT. | $ 4.44 | $ 10.19 | $ 2.32 |
| TOTAL ANNUAL COST PER 1000 CU. FT. OF STORAGE | $ 111.97 | $ 20.00 | $ 14.40 |

stacked one high. Air space is lost. In the case of the pallet and fork truck system pallets can be stacked 18′ high, assuming 20′ headroom. Similarly, in the case of the conveyor system, stacks can be made 18′ nigh assuming that the cases or containers are strong enough to sustain their own weight when piled in a stack of this height. At this point, the utilization of floor and cubic space is all in favor of the conveyor system. However, when you consider the three methods in relation to the cost of the space, then a totally different picture appears. In the case of the skid and lift truck method, the annual labor cost per thousand cubic feet of storage space amounts to $107.53, based on a $1,500.00 per year annual wage. In the case of the pallet and fork truck system, it amounts to $19.81. And in the case of the conveyor system, it amounts to $52.08.

The reason for the difference is this; that in the case of the skid and lift truck system it must be assumed that to handle an area of that size, two men and two lift trucks would be required. In the case of the pallet and fork truck system, only one man would be required to put the merchandise away and stack it. In the case of the conveyor system, three men would be required. This is due to the fact that a man stacking from the conveyor can conveniently stack to a maximum depth of 12′ and to a maximum height of 7′, depending on the weight of the cases. When the stack gets up to 7′, two men are required. When it gets up to 14′ or beyond, three men are required.

It is obvious from a study of the chart, and of the data, that every system of handling materials which we now utilize has some drawback. Skids are not easily maneuverable, and cannot be stacked one above another, unless racks are provided. A fork truck and pallet system utilizes air space very well and minimizes labor, since one man can do the trucking and the stacking at the same time, but it wastes a lot of space for aisles. The conveyor system conserves space, but it is expensive from a labor standpoint. It is obvious that if we could work out a method of stowing our warehouses as ships are loaded, aisle space could be eliminated altogether.

I realize, of course, that the illustrative comparison is somewhat unfair to the pallet and fork truck system in that pallet stacks are straight up, whereas conveyor stacks must be built like steps of stairs, as it is not possible to make a vertical stack at a right angle to the conveyor aisle.

Likewise, some fork trucks require ten foot aisles. The aisle required depends on the truck design. One type can turn its load and hence requires less than eight feet to make a right angle stack. I used the average.

At this point the deficiency of skids is obvious. Without racking they cannot be stacked, and then only one skid deep, and hence for the same storage volume they require three times the floor space as either of the other systems.

It may be well to point out another deficiency of a multi-story building from a warehousing standpoint. On every floor of a multi-story building you lose two feet of your cubic space because of the sprinklers. Sprinklers are required to be 10″ from the ceiling, and it is illegal to stack less than 14″ from the sprinklers. In a single story building, the same two feet of headroom is lost because of the sprinklers, but it is lost on one floor only, and because single story buildings are usually built higher than the floors of a multi-story building, it is possible to build much higher stacks.

For instance, if you have a five story building and you are losing two feet of headroom, you have lost a total of ten feet, or almost the equivalent of one entire floor. Multi-story buildings usually are built 11½″ or 12′ high. This means that you can stack only two pallets on such a floor (if it is strong enough).

It is obvious at once, that if you are occupying a multi-story building, let us say of a hundred thousand feet, and you are going to construct a single story building, it need not be as large from a square foot standpoint as the multi-story building was. Utilizing the proper material handling means, and taking advantage of the high stacking which a single story building makes possible, a single story building of 75,000 square feet would be roughly equivalent to a multi-story building of 100,000 square feet.

It seems a pity that it is necessary to build a warehouse almost twice as large in area as the stacks themselves actually require, because of losses in aisle space and head room. In order to minimize this problem, I tried to persuade a client recently, for whom I designed a warehouse building, to use only two aisles along the walls and to install two decks of roller-skate conveyor, having a very slight grade so that pallets could be fed in from one aisle and taken out at the other. This would have provided the warehouse with only two aisles, and with a solid stack in the center 18′ high. This would have provided for the variety of items that this warehouse was called upon to store, because each line of pallets on each deck could have been a different item. In this instance, using 4′ pallets, there would have been 10 pallets in each line. My client thought this idea was too radical. Yet, in the oil industry, entire warehouses are made with floors which consist entirely of roller conveyor, on which heavy drums can be pushed into storage effortlessly. A ship or a public warehouse can be stacked almost solid with little loss in aisles, because of the fact that the merchandise does not turn over. In the case of a ship, it is loaded as a unit and it is usually unloaded the same way. A clue to the solution of our storage problem may be derived from the separation of merchandise currently needed and surplus stocks. In normal times most outfits carry a two or three months' inventory. Possibly, in some cases, surplus stocks might be stacked solid, while current supplies might be located in another part of the warehouse, which would feed the factory.

I have been trying to rack my brains to work out a method of keeping the merchandise accessible, and yet eliminate aisles to a maximum degree. In one instance,

using a pallet and fork truck system, I did successfully utilize very large stacks of mixed merchandise. In this case a chart was kept of each tier of pallets with the identity of the merchandise on each pallet marked in squares so that by looking at the index on the side of the sheet, it was possible to tell where, in the stack, a particular pallet was located. Because a fork truck can rehandle material so fast, it was possible to dig into such a stack and locate the desired pallet in a very short time. However, in this instance, the merchandise did not turn over very rapidly, so that it was actually cheaper to rehandle a stack occasionally than it was to keep each item in a stack accessible, and use a lot more floor space for storage and for aisles.

There is one thing you can do: If you are building a new plant, you can construct the warehouse end of it of inexpensive cinder block, and these blocks can be laid on the foundation in such a way that, if later, the manufacturing operations expand into the warehouse area, you can at that time, apply a veneer of brick or stone to the exterior surface to bring it into harmony with the construction of the main manufacturing plant, and at the same time you can line the interior with tile or you can plaster the walls. In this way, the warehouse consists merely of a wall lining and a roof.

Some engineers prefer to locate warehouses in cheap metal, transite or cinder block buildings at the rear of the main manufacturing plant. There is something to be said for this approach to the problem, especially if you are using a pallet truck system and the construction of your warehouse buildings and your main plant are all on the same level, not too far separated. Where this construction is followed, the only loss entailed is the time it takes the fork truck to travel from the warehouse to the main plant. I prefer to have the warehouse as an integral part of the main plant, and so designed that the main plant can expand into the warehouse area. As a rule, it is very much cheaper, from a construction cost standpoint, to build in this manner. But, if you are going to use metal buildings, Quonset huts, or cheap transite structures, then separation is indicated and may be desirable. Of course there is always the problem of rain to consider and you cannot set up a material handling system that is predicated on the weather. If the out-of-door distance to be traversed is short, the chances are the materials can be moved fast enough to avoid weather damage. In this case, however, I think it is desirable to have a detention area inside the main plant so that supplies for a particular days run can be accumulated the day previous. Most of the separated plants I have examined were inefficient because the materials were stacked in high stacks in the warehouses and then restacked on skids or pallets for transport to the main plant.

If you have the complete answer to the problem of stacking materials solid without approach aisles, still keeping them accessible, yet utilizing a maximum of cubic space and a minimum of labor, I would like to know about it because I have been racking my old brain to find an answer.

### Modernize Now

You know all about the restrictions on commercial building. Since you cannot build for a period of two years, you are confronted with the problem of increasing your potential capacity right now. This is especially true since most of the plants of the trade have, or are going back to the forty hour week.

Therefore, the thing to do is to modernize your plants and your methods to the fullest extent possible. You can do a lot with modernization. The capacity of the Norwich Plant was multiplied threefold through its modernization program. That of Sharp and Dohme, likewise. So, also the Chattanooga Medicine Company and many others I could mention.

But you can't do a modernization job piece-meal. You have got to study your plant and your operations as a whole, and then layout a master program and tackle each phase of it as a part of a whole.

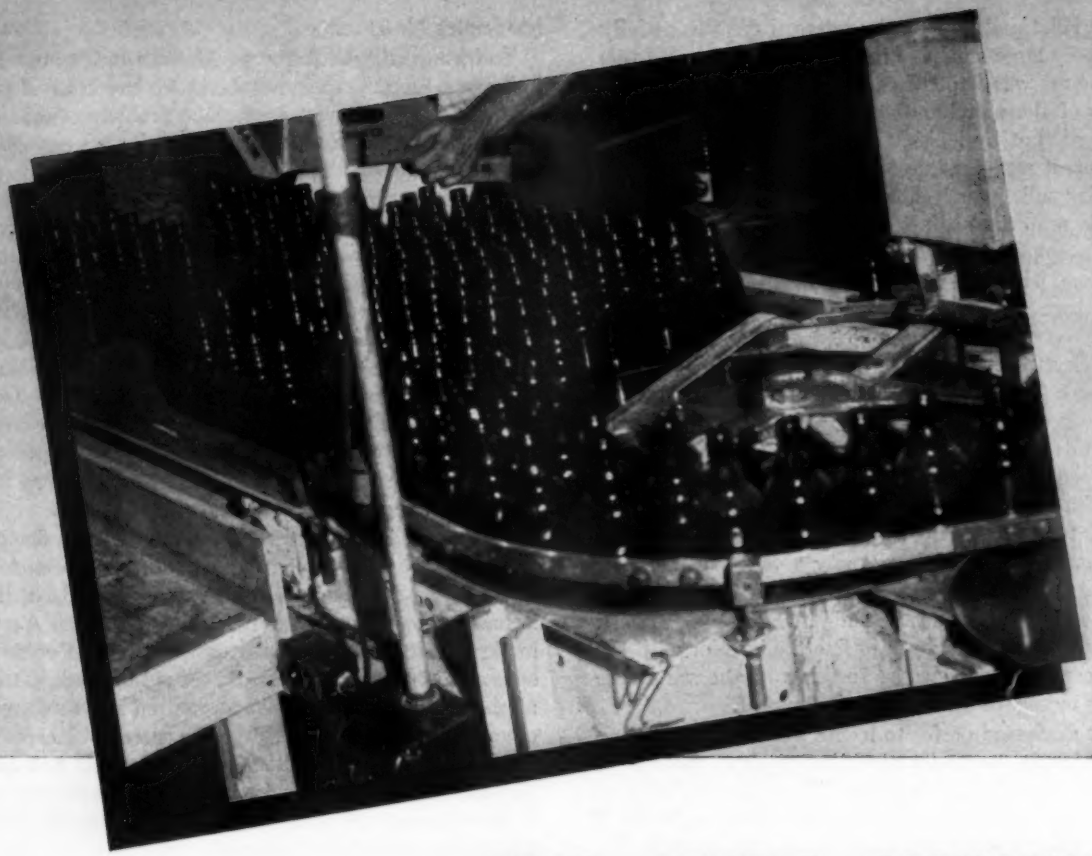
I have run into too many cases where firms decided to modernize a particular department, and then later discovered, after the department was modernized, that it had to be moved anywhere to make room for the modernization of an adjacent department. I've never seen a plant yet, regardless of how old or inadequate it might be, that could not be reorganized and made more efficient all along the line. In some cases the increase in productivity as a result of modernization has been phenomenal. Three hundred per cent is average, and I have known of some cases where more than five hundred per cent was achieved.

### Dust Collecting

The Pangborn Corp., Hagerstown, Md., are offering a unit type collector which has, by comparison with other similar units on the market, a very large capacity. It consists of a preliminary centrifugal section where most of the dust is knocked out of the incoming air, and a secondary screen cloth section. The centrifugal section is located in the base of the unit and the air release or cloth screen section is located in the top. The unit is available with a self-contained fan, and is recommended for installations where an insufficient volume of dust is generated to warrant a centralized system. It is recommended particularly for tablet rooms, face powder mixing rooms, etc.

### Heat Exchangers

The American Heat Reclaiming Corp., 1270 Sixth Ave., New York 20, are offering a very compact and ingenious form of heat exchanger which can be used either to cool or heat liquids. Unlike ordinary heat exchangers, the coils in this one are spiral and arranged in such a manner that the cooling liquid is forced to travel around the outside of the spiral to the discharge point while the liquid to be cooled is fed to the interior of the spirals and flows in the opposite direction. The advantage of the design is in its compactness, high efficiency and tremendous number of square feet of coil area.



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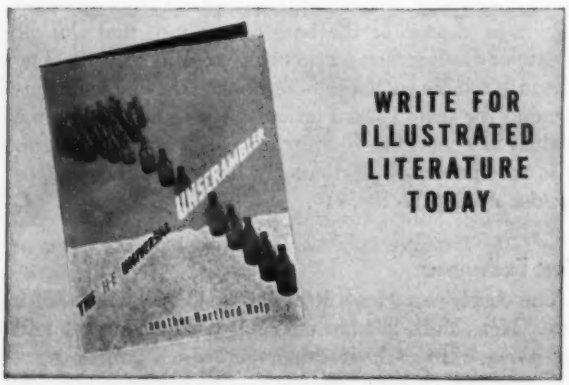


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## THE HARTFORD-EMPIRE UNIVERSAL UNSCRAMBLER

**This is the first unscrambler which completely eliminates jamming, even of the final two jars entering the line. It prevents damaging impacts by handling containers gently, yet it delivers over 300 per minute on 2⅛″ diameter jars. It unscrambles shapes as difficult as an eight-paneled ketchup bottle at better than 240 per minute. Already in continuous, money-saving use in numerous breweries and food packing plants.**

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# FULLY AUTOMATIC WASHING FOR HIGH SPEED GLASS PACKING OR FILLING

## THE HARTFORD-EMPIRE AUTOMATIC POCKET WASHER FOR JARS AND BOTTLES

**This fully automatic, continuous machine gently handles each container at speeds to meet individual needs. It inverts containers, dropping out entrapped debris, and rinses with water. For cleaning wide-mouth jars, air may be used. Containers can be preheated. No attendant is necessary. Impacts and bruises are avoided. Already in continuous, money-saving use in numerous breweries and food packing plants, at speeds of 300 per minute.**

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No more foot lever to fatigue the operator. The new Triangle Model U-1 Auger Packer automatically begins filling when the package is placed in position and stops when a predetermined amount is filled. The production is increased 15 to 25% over the previous foot lever model.

Fill your cans, cartons, bags or jars from 1 oz. to 5 lbs. with this machine at a rate of 20 to 30 per minute. Handles *any* powdered material and provides quick change-over to different products with a simple adjustment.

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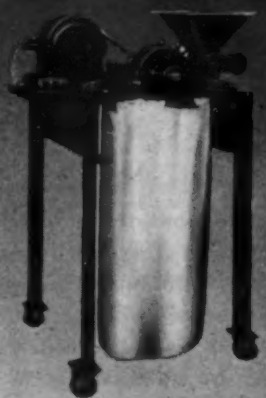

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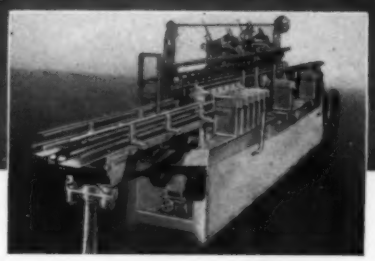

Labeling is last but by no means least on the production line. When your product arrives at that point you can't afford to risk traffic jams, collisions or detours. Put it on the BEE-LINE and be sure it gets through smoothly, swiftly, safely—all dressed up and ready to sell.

The WORLD BEE-LINE Labeler applies front labels, front and back labels, and neck labels if desired, to round, square, flat, oval or panel containers. Its gentle, bee-line action is ideal for the modern light weight glass.

Line up your labeled line for a ride on the BEE-LINE. It gets you there in first-class shape with no pummeling or pushing around.

Send us samples of your labeled containers and let us make accurate production and cost estimates for you.

WORLD LABELERS

"YOU GET THE BEST LABELERS IN THE WORLD"

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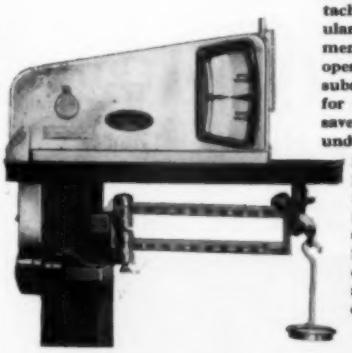
EXACT WEIGHT Scale Model No. 109B is expressly designed and built for tablet and capsule counting by weight. The operation is generally handled by actually counting the sample number of tablets or capsules wanted and placing them in the left scoop. The right scoop is used for counting, operation after operation. Nickel Silver Scoops in three sizes: A—5" X 9"; B—5½" X 11"; C—6½" X 13".

Standard capacity of scale 3 lbs. Other weights to specifications.



EXACT WEIGHT Indicating Attachment Model No. 4016 for regular platform scales. Ideal equipment for large compounding operations. These attachments substitute visible weight control for guesswork beam balancing, save in overweight, eliminate underweight, materially speed up your work. Actually this simple devise transforms an ordinary scale into a precision model at low cost. Users report savings in time and product from two to ten times the cost of the attachment. Fits any platform scale regardless of capacity.

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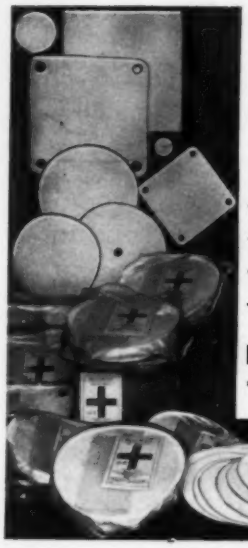

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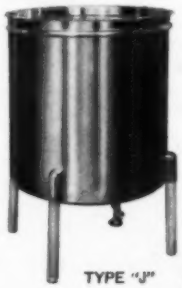
Regardless of what your chemical storage or mixing problem is, a San-I-Tank can simplify it for you—economically and safely. All San-I-Tanks are built by tank specialists. Constructed throughout of 18-8, Stainless with all welds ground smooth and polished. Completely self-draining, sanitary and rust proof. Many extras available such as covers, motors, agitators, etc. Let our engineers give you recommendations on your tank problems.



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We carry a complete line of stock sizes in San-I-Tanks. If we do not have a Standard tank to fill your need our Engineering staff is at your disposal to design and build a tank best suited to your requirements. If it's a tank problem, get in touch with Metal-Glass today,—we can solve it for you.

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The most practical hand filler for creams, lotions and liquids.

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# Speed up FILTERING by as much as 400%

with this new combination U. S. Suction Filter and "Filterstone" Porous Filter Plates

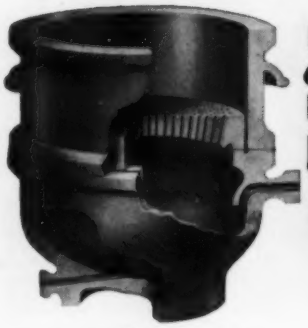

*Fig. 706*
*Two-piece Suction Filter with Loose Plate.*

*Fig. 709 Sectional Unit Filter.*

*Resin Edge-Sealed "Filterstone."*

"Filterstone" Porous Filter Plates are strong, sturdy, completely corrosion-resistant. Used in conjunction with "U. S." chemical stoneware Suction Filters, they assure an absolutely clear filtration of essential oils, drugs, extracts, lotions, medicines, dyes, perfumes, etc.... *and up to 400% faster filtering!* "Filterstone" Porous Plates do not clog easily—can be washed out quickly.

"U. S." chemical stoneware Suction Filters are made from Ceratherm-500 heat-shock resistant stoneware, proved more than 27% stronger than ordinary stoneware bodies. *"U. S." Suction Filters will withstand a complete vacuum.*

"U. S." Suction Filters are normally stocked in five styles and in capacities ranging from five gallons to one hundred gallons, with either integral or loose support plates. "Filterstone" Porous Filter Plates are available in sizes to fit "U. S." Suction Filters, and in three different porosities: fine, medium and coarse.

*WRITE TODAY for sizes and styles in stock.*

PROCESS EQUIPMENT DIVISION

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*Since 1865 • Akron, Ohio*

S&S

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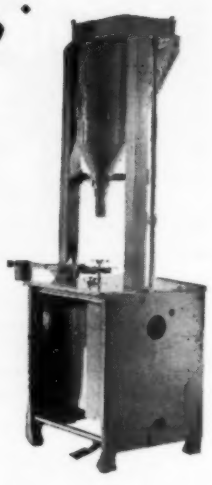

✓ *Saves Material*

✓ *Lowers Costs*

Tests of S & S Universal Fillers have shown savings in a single year, more than sufficient to pay for the machine.

Material ordinarily wasted in filling an individual package inefficiently, means little. But multiply this by the number of packages filled on a machine in one year and the waste becomes serious.

In fact, the accuracy of the S & S Universal Filler, resulting in a saving of 1/16 oz. per package, plus the increased speed of machine filling, may save the user as much as $1000 in a year. This worthwhile saving is more than enough to pay for the machine.

S & S Universal Fillers are supplied in four models and as one, two or four station machines. For filling powders, granular products or pastes, by volume or gross weight. Auger or rotary feed as suits material.

While we can't turn out machines fast enough these days to meet the demand, now is a good time to discuss your requirements with us. S & S have recommended the best methods of filling and handling packagings for packers of nationally known products, with excellent results. Consultation invited.

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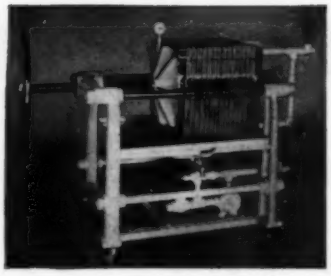
**FILLING • PACKAGING • WRAPPING MACHINES**

Speeds to suit your needs—15-30-60-120 per minute

"Better machines for better packages"



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This Ertel filter is the only unit specially designed for use with any and all types of filtering mediums:

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5. Scientifically engineered for efficient cooking and even heat distribution. Proper working height. Perfect all-around performance.

Originators of the Seamless Drawn Stainless Steel Kettle
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Try "WILD FLOWER". This bouquet will supply that *different* yet *universal* appeal you seek for your cosmetics, soaps, perfumery, powders, sachet.

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Your attention is also called to four other exquisite aromatic products . . .

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Try us for quality, price, delivery, service. Let us work with you on your aromatic problems.

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## Building Chain Store Cosmetic Sales

(*Continued from page 493*)

Wherever it is possible to do so—depending, of course, on the size of the department—separate sections should be set up for the various products that go to make up a complete department. In other words, if space permits, a full showcase—and where this is not practicable a portion of a showcase—should be given up to all brass goods to be displayed in trays. The same procedure should be followed for all face powders; all dusting powders; all high grade soaps; all colognes and toilet waters; all manicure items; and so on.

The higher grade agency lines should be given a separate case, if possible.

In the handling of all high-priced prestige lines, if individual cases are not available for each such line, the merchandise of the respective manufacturers should be individually grouped.

And now we come to what I consider the most important phase in the development of a cosmetic business . . . . the selection and training of cosmeticians.

Even after all the other things are done, I think most important of all is to have well-trained personnel to man the department, and it is how well this personnel is trained that determines the success of the department.

Throughout the war period, we were not able to be as discriminating as we would like to have been in the selection of our personnel, but today we can use a great deal more care and discretion in this respect. In order for a salesgirl to qualify as a trainee in a Whelan Store, she must be intelligent and industrious, attractive, have a pleasing personality, a good command of the English language, and, above all, she must be well groomed. We feel that these qualifications are essential in a trainee if she hopes to become a cosmetician or beauty consultant.

Now, as to the training of our cosmetician—we have a contract with The Cosmetic School of Beauty Fashion whereby our cosmetic salesgirls are given a complete and thorough educational training course on cosmetics. After giving satisfactory evidence of fitness and knowledge, through an examination, and proving herself duly qualified as a Beauty Consultant, she is then awarded a certificate by The Cosmetic School of Beauty Fashion Before any trainee is eligible to take the cosmetic course, she must have at least six months' experience behind the cosmetic counter.

Whelan Drug is proud of the fact that we have, today, 234 Graduate Beauty Consultants who have earned and received their certificates, which are on display on the counters of the cosmetic departments in the stores where they are employed. A Beauty Consultant certificate lends greater prestige to the cosmetic department. Eventually, customers will look upon recipients of certificates as a group of well-trained and experienced cosmeticians, better qualified to render expert advice on the proper use of cosmetics and toiletries.

Needless to say, the cosmeticians who are certified by The Cosmetic School of Beauty Fashion are very proud of their achievement. They look upon it the same as a registered pharmacist looks upon his certificate, or a registered nurse looks upon her certificate, and the training that has made this certificate possible has meant increased sales to the company and greater remuneration to herself.

Whelan is equally proud of being the first to enter a group of its cosmetic salesgirls as students of The Cosmetic School of Beauty Fashion, and today it is mandatory that they take the examination after six months' employment.

The course of study in this new school established by Beauty Fashion is of necessity very thorough and much home study is required on the part of the cosmetician. It is definitely a hard course, even for a cosmetician who has had years of experience. The final examination, also, is hard, and not all of our girls passed, but those who haven't passed the examination are given further opportunity to take the course again. We find that in stores where we have two or more cosmeticians and only one has a Beauty consultant diploma, the other girls in the department study very hard to obtain a diploma for themselves. We hope that by the end of this year that all cosmeticians, excepting trainees, of course, will have received their diplomas. As our girls become the proud possessors of these diplomas, we run from half to full-page newspaper ads in various cities, advising the public that Whelan cosmetic departments are in the competent hands of Graduate Beauty Consultants.

In addition to the educational training given our cosmeticians, we feel that it is important to have periodic cosmetic meetings, at which time we outline to them our sales promotion plans and objectives, and wherever possible we encourage our suppliers to bring our cosmeticians together at a meeting so that they can obtain first-hand information about the suppliers' products. We also encourage our suppliers to give us as much information as possible on their products so that we can pass this material along to our cosmeticians through the medium of bulletins, brochures, etc.

The next important step in building up the cosmetic business is . . . display and advertising.

By that I do not mean an occasional window display, a hit or miss counter display, and an ad every now and then. But I do mean a planned, consistent and continuous program of window displays, interior displays and newspaper advertising. Yes, I mean a coordinated tie-in plan to get all the benefits possible from the advertising; for we know from experience that the value obtained from any newspaper ad—small or large—is in direct proportion to the way the advertising is backed up in the stores. Whenever a manager tells us that the advertising is pulling tremendously well in his store, we know he is sold on the idea and that he is backing up the advertising with window and interior displays to the limit. On the other hand, whenever a manager tells us the advertising means little or nothing to his store, we know that the chances are he is not backing

(*Continued on page 579*)

# Toiletries, Inc.

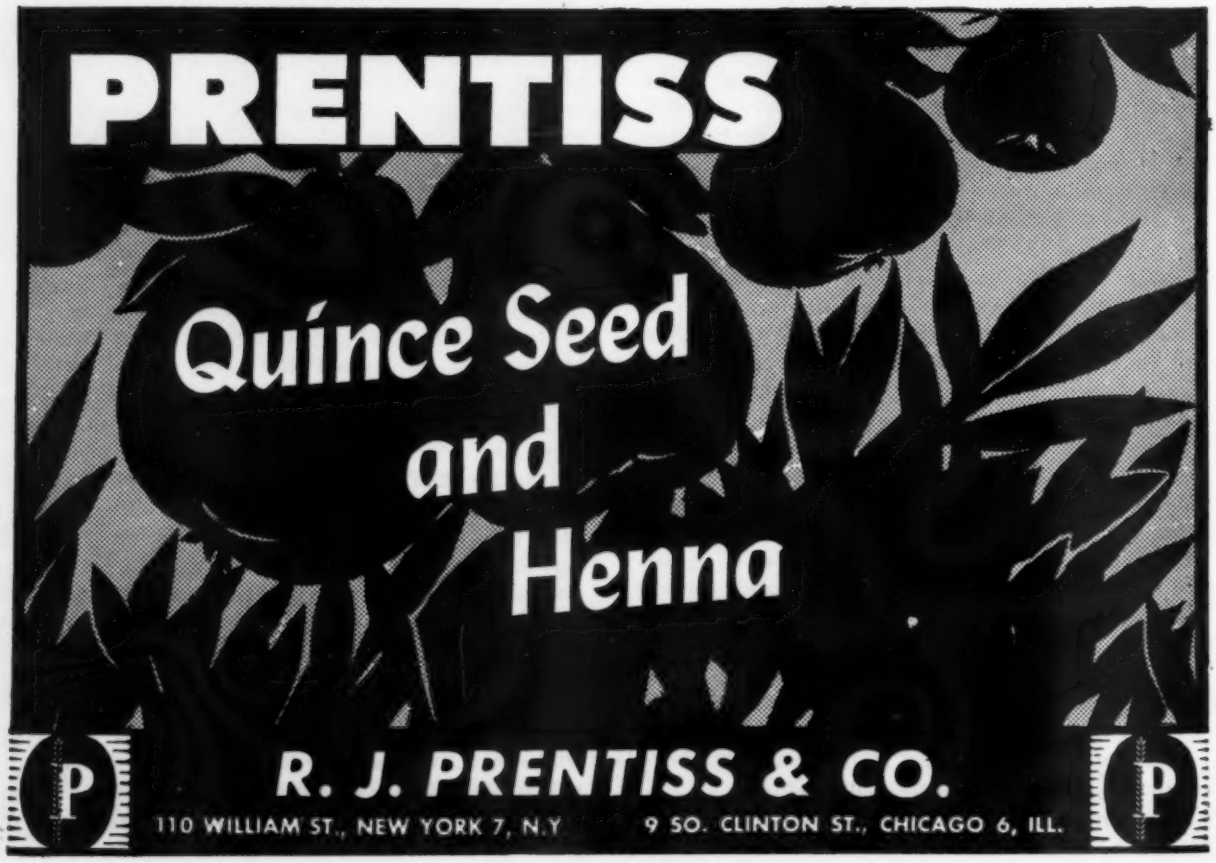
- Private Label Cosmetics Exclusively.
- Consult us in connection with your cosmetic manufacturing problems.
- Our 25 years of experience in the cosmetic and allied fields qualifies us to advise you.

*Inquiries solicited and held confidential*

Toiletries, Inc.

a modern factory for tomorrow's production
1036 W. Van Buren Street, Chicago, 7, Illinois





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# Compounder's Corner

### Analysis of Mascara and Related Products

Useful information on the formulation of mascaras, as well as attempts at the analysis of this and related prodcuts, is given in the report by P. W. Jewel (*J. Assoc. Official Agr. Chem.* 28:741, 1945). In his work, a study of the separation of colors from mascara base was carried out on the following mixture:

| | *Parts* |
|---|---|
| **Stearic acid** | 270 |
| **Triethanolamine** | 120 |
| **Beeswax** | 300 |
| **Carnauba wax** | 50 |
| **Color (bone black)** | 250 |

This formula makes a fairly satisfactory product from a cosmetic standpoint and, it is said, a very large percentage of the mascara sold in the United States at the present time is based on a formula very similar to the above. Carbon tetrachloride was found to be the only solvent that would dissolve completely all of the base used in this preparation. However, when the completed mascara was dissolved in this solvent, the pigments peptized and passed through the filter. Most of the difficulty was obviated, however, by first extracting part of the base with alcohol or petroleum ether and the extraction finished with carbon tetrachloride. A technic based on these findings is described. However, the results for the total base were somewhat erratic and the acid number of the base varied quite markedly. This indicates a certain degree of selective absorption of base ingredients by the colors, which makes the method somewhat less than precise.

### Suspending Properties of Bentonite

*The superior suspending properties of bentonite, as compared with fuller's earth or kaolin, are due to its singular latticelike crystalline structure more than to particle size, according to physical and chemical data reported by J. LaRocca and H. M. Burlage* (J. A. Ph. A. *Scientif. Ed. 34: 302, 1945*). *Stability of clay suspensions was found to be markedly affected by the pH of the outer phase. This is particularly true of bentonite, which is more stable in neutral and alkaline mediums than in acid mediums. When bentonite is washed with acid its suspending properties are lost because the acid neutralizes the surface hydroxyl ions, thus preventing formation of large, stable, linear aggregates*

### Lipsticks

The importance of lipstick as a cosmetic item has increased greatly during recent years, says S. P. Jannaway in his review of these products, published in *The Perfumery and Essential Oil Record* (37:3, 1946). Stressing the importance of knowledge, experience and equipment, he points out that a good lipstick should be a uniformly tinted stick of reasonable proportions (i.e., not thin enough to break readily or too thick to handle), of homogeneous consistency, pleasant odor and acceptable texture. Faults to find are: excessive hardness, excessive greasiness, crumbling, cracking, rancidifying, tackiness, dullness and lack of indelibility.

From a careful study of current market requirements, it will be obvious that the essential features of a good lipstick are as follows:—

(1) It must be completely harmless and free from any tendency to irritate. (2) It must spread easily, imparting a pleasant smoothness to the lips and either a matt or shiny effect (as required) but on no account must it be greasy. (3) It must not sweat, "bloom," shrink, bend or crumble. (4) The coloring matter must be thoroughly dispersed in the mass and reasonably permanent. (5) It must be stable under a normal range of temperatures and humidities. (6) It should be available in a fashionable, attractive series of shades.

Apart from the obvious and important physical requirements, particular attention must always be given to the actual effect on the lips. No amount of laboratory adjustment of properties is sufficient by itself, the final test for a stick is on the lips to determine whether it goes on smoothly and leaves a satisfactory adherent film. The melting point is obviously of considerable importance. If too high, the stick will be difficult to apply and spread on the lips. If too low, crumbling and greasiness may result and the stick will fail to stand up adequately to climatic conditions.

In discussing raw materials, Jannaway notes that modern lipsticks consist fundamentally of basic materials (oils, waxes, fats, petroleum hydrocarbons, etc.), together with "bromo acid" (indelible color), color lakes, bromo acid or eosin solvent, perfume compound and, possibly, preservative and/or antioxidant. Going into more detail, it is pointed out that a very considerable range of oils, fats and waxes is available but selection needs to be carefully carried out and the proportion of each of the basic constituents selected must be kept within certain fairly well defined limits. Of the waxes, beeswax is usually considered the most important. It imparts good consistency and texture and generally assists homogeneity in a stick containing petroleum hydrocarbons. Another important point in its favor is the fact that it shrinks on cooling and thus facilitates removal from the mold. It has also been claimed to improve indelibility in eosin-type lipsticks. Excessive beeswax causes dullness, however, and may also lead to eventual crumbling and malformation. For glossy sticks, use from 5 to 15 per cent, though this can be raised to 30 per cent or more for other types.

Other waxes used include paraffin wax, ceresin, ozokerite, carnauba, monran and japan, in addition to synthetic waxes of graded melting points. Commercially ceresins are mixtures of refined ozokerite and paraffins, though many textbooks refer to them as refined grades of ozokerite only. Ozokerite serves to raise the melting-point and retain the oil content of the lipstick dispersed uniformly throughout the wax structure. Carnauba wax (usually not in excess of 5 per cent) blends well into a stick and promotes rigidity and good finish. Paraffin wax and ceresin improve rigidity and lubrication. An excess of petroleum hydrocarbons, paraffin wax, petroleum jelly and mineral oil, will tend to throw the phthalic dyestuff out of solution.

Lanolin is another almost indispensable constituent of a good lipstick. It serves to improve plasticity and binds together the castor oil, mineral oil and other basic constituents. In addition, it

improves the adherents of the lipstick film to the lips, counteracts possible irritation and drying, enhances the indelible effect, and through its tackiness promotes retention of the color lakes and toners. It also helps to minimize the risk of cracking and sweating. Its excessive use, however, leads to a thick greasy film and a general sticky texture. The usual proportions of lanolin are 5 to 10 per cent. Absorption bases may be used to replace lanolin and petroleum jelly, but because of their variable composition are not recommended. Wool wax alcohols from wool fat are potentially useful materials. Other permissible solid materials include refined and benzoinated lard, spermaceti, deodorized cocoa butter, cetyl or stearyl alcohol, and hardened or hydrogenated oils. These last, however, have certain qualities which require caution in their use.

Petroleum jelly adds ease of application and the production of a uniform smooth film, but, in excess, it imparts greasiness, "drag," and poor adhesion. Mineral oil is a useful lubricant, but like other hydrocarbons, it acts against homogeneity and color fixation if used in excess. Sesame, peach kernel and other vegetable oils may be useful, provided they are properly preserved and rendered stable against rancidity.

Without going too deeply into the subject of color fashions, Jannaway observes that undoubtedly the most widely sold lipsticks are those containing both an indelible dyestuff and one or more insoluble lakes, together, in certain cases, with oil-soluble "toners". Outstandingly characteristic of modern lipstick coloring materials are the brominated derivatives of fluorescein known as "bromo acids" or "acid eosins." The acid eosin or bromo acid content of lipsticks may range from 1 to as much as 10 per cent, but the recommended proportion used should not exceed 2 or 3 per cent. If an efficient solvent is used and the dyestuff properly dispersed in the mass, there is no reason for exceeding the recommended top limit.

After selecting the desired grade of bromo acid, it is necessary to consider the insoluble precipitated lake or pigment colors. These are available in yellows, browns, scarlets, magenta, geranium, orange, etc. Toning the shade of the stick may further be accomplished by incorporating a little oil-soluble red, scarlet, vermillion, or carmine dye. Brightening up of the resultant shade, may be effected by incorporating a white pigment such as titanium dioxide, which is much superior in this respect to zinc oxide. To illustrate the technic, there may be used 2 per cent bromo acid, together with 10 per cent lithol rubin (sodium salt), 2 per cent titanium dioxide, to "bring out the undertones," and optionally a further 0.5 per cent oil-soluble scarlet or carmine. Lithol reds give lighter shades and monolite red a still more brightly hued stick.

Coming to the question of acid eosin solvent, Jannaway notes that castor oil is still the most commonly employed, in proportions normally ranging from 10 to 30 per cent, but sometimes going even higher. If too little is used, the bromo acid is kept almost entirely out of solution; while if the proportion of castor oil is on the high side, its nonmiscibility with petroleum hydrocarbons leads to cracking, crumbling and general lack of homogeneity. This unfortunate disadvantage has led to some difficulty in devising appropriate mineral/vegetable lipstick blends.

Alternative bromo acid solvents include butyl stearate, which has an unfortunate tendency to sweat out of the stick; glycols and ethers; lard; cetyl alcohol, to a limited extent; pheynethyl alcohol (dissolves 4 per cent by weight); and oleyl alcohol. Tetrahydrofurfuryl alcohol is also cited as a useful solvent, but its use is covered by a British patent.

Stressing the importance of a subdued character, Jannaway feels that the requirements of a liptsick perfume/flavor are (*a*) they should be fresh and fragrant; (*b*) they should possess high covering power; and (*c*) they should be non-irritant. Not more than 1 to 1.5 per cent should preferably be required. These imply problems of compounding that are most likely to be solved to the manufacturer's satisfaction by a reputable perfumery supply house.

A number of formulas are cited as general guides to the constitution of different types of lipsticks and are offered as bases for individual experiment:

| | *Parts* |
|---|---|
| **Wool wax alcohols** | 2.0 |
| **Lanolin, anhydrous** | 10.0 |
| **Beeswax, white** | 15.0 |
| **Ozokerite, bleached** | 15.0 |
| **Carnauba wax** | 2.0 |
| **Paraffin wax** | 7.0 |
| **Cetyl alcohol** | 1.2 |
| **Petroleum jelly** | 5.0 |
| **Castor oil, deodorized** | 10.0 |
| **Propylene glycol** | 5.0 |
| **Sesame oil, pale** | 10.0 |
| **Bromo acid** | 3.5 |
| **Lithol red lake** | 12.0 |
| **Titanium dioxide** | 1.5 |
| **Perfume/flavor** | 0.5 |
| **Preservative/antioxidant** | 0.3 |

Vary the properties of solid and liquid constituents until a stick of the desired degree of hardness is obtained.

| | *Parts* |
|---|---|
| **Beeswax, sun-bleached** | 20.0 |
| **Lanolin, anhydrous** | 14.5 |
| **Ceresine** | 10.0 |
| **Paraffin wax, 50 52** | 15.0 |
| **Carnauba wax** | 3.0 |
| **Petroleum jelly, white short fibre** | 8.0 |
| **Sperm oil, refined** | 5.0 |
| **Castor oil, special grade** | 6.0 |
| **Butyl stearate** | 4.0 |
| **Bromo acid** | 2.5 |
| **Lake colors** | 11.0 |
| **Perfume and preservative, about** | 1.0 |

The procedure consists of dissolving the soluble eosine in the butyl stearate and castor oil. Then add this solution to the absorption base and mix intimately. The remaining oils, fats and waxes are then melted, while the insoluble lake colors and preservatives are added and thoroughly ground in. Finally, the eosine solution is added to the main batch, then the perfume, and the complete mass is allowed to cool slightly, after which it may be passed through a mill with gently heated rollers and subsequently filled into molds.

Other formulas, from American and European sources are given, including the following adapted from the German worker, F. Winter:

| | *Parts* |
|---|---|
| **Beeswax** | 24.0 |
| **Ceresine** | 19.0 |
| **Lanolin, anhydrous** | 7.0 |
| **Petroleum jelly, short fibre** | 3.0 |
| **Cetyl alcohol** | 1.5 |
| **Liquid paraffin** | 20.0 |
| **Eosin myristinate (1:1)** | 2.5 |
| **Colloidal kaolin** | 3.0 |
| **Titanium dioxide** | 2.0 |
| **Alizarine lake** | 8.0 |
| **Geranium red** | 7.0 |
| **Cadmium yellow** | 2.0 |
| **Perfume and preservative** | 1.0 |

Adjustments can be made in these various formulas by increasing the proportion of waxes, or alternatively, by using some japan, carnuaba, or ozokerite wax in place of the beeswax or hard paraffin. If the stick is too hard, it may be possible to include more oil, or, on the other hand, the chemist may prefer to replace part of the waxes by an appropriate proportion of deodorized cocoa butter, spermaceti or lanolin.

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QUINCE SEED
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ROSEMARY OIL
SAGE LEAVES
SARSAPARILLA ROOT
SAVORY
SENNA LEAVES AND PODS
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# Perfumer's Shelf

## Russian Juniper Oils

In one of his reports on new developments in the use of essential oils, N. P. Sokolnikov (*Pishchevaya Prom.* 1944 through *Chem. Abstr.* 40:679, 1946) discusses the possible applications and physical characteristics of the essential oils of several species of Juniperus found in Russia. These include *Juniperus semiglobosa* (I), *J. turkestanica* (II), *J. polycarpus* (III), and *J. excelsa* (IV). The physical properties of the oils have been determined, respectively, as follows:

| | I | II | III | IV |
|---|---|---|---|---|
| Specific gravity | 0.863–0.900 | 0.863–0.875 | 0.8512–0.933 | 0.881–0.894 |
| Specific rotation | +50°30′–60°19′ | +13°42′–20°54′ | +9°9′–25°8′ | +29°2′–31°5′ |
| Index of refraction | 1.4670–1.4782 | 1.4722–1.4762 | 1.471–1.481 | 1.4769 |
| Acid number | 0.79–1.9 | 1.01–1.83 | 0.45–6.06 | 0.9–2.7 |
| Ester number | 13.3–16.5 | 8.73–18.9 | 6.5–40.27 | 5.5–14.3 |
| Ester number, after acetylation | 11.7–36.9 | 12.68–28.4 | 14.86–104.6 | 25.8–44.6 |

Alpha-pinene is the principal constituent of these several juniper oils, but cedrene and cedrol are also present.

## Spices and Herbs

The difference between spices and herbs is aptly indicated in a note in *Science News Letter* for February 2, 1946. Here it is pointed out that spices are obtained from the buds, leaves, seeds, bark, roots and berries of tropical aromatic pungent plants; seasoning herbs are obtained usually from the leaves of temperate-zone annual or perennial plants.

## Anisole Production

The production of anisole by the interaction of phenol and methyl alcohol at 200° in the presence of activated alumina as a catalyst is described by Cullinane and Chard (*J. Chem. Soc., Nov.* 1945, through *Perf. & Essent. Oil Rec.* 16:315, 1945). In their procedure, 282 Gm. of phenol mixed with 118 Gm. of commercial 98 per cent methanol was dropped at the rate of 160 cc. per hour in the catalyst held at 200°; the reaction being exothermic. The reaction product, amounting to 370 Gm., was shaken with caustic soda to remove the unchanged phenol, dried and distilled. It gave 56 Gm. of anisole, or a 50 per cent yield on the phenol consumed. There was no higher boiling product. One hundred and eighty-five grams of phenol was recovered from the washings and after mixing with methanol was passed over the catalyst again. At a reaction temperature of 345° nuclear methylation of the pehnol occurs with the formation of cresols, xylenols and hexamethylbenzene.

## Standards for Three Essential Oils

The Scientific Section of the Essential Oil Association of U. S. A. has done some important work on standards for essential oils required by the industry but not listed in the official compendia. A report issued during January 1946 gives the following specifications and standards, covering three essential oils:

### Oil Bois de Rose Brazilian

*Other General Name:*
Oil Rosewood

*Botanical Nomenclature:*
1. Indefinite
2. Possibly:
   (a) Aniba Rosaeodora var, Amazonica, (Ducke)
   Family: Lauraceae
   (b) Aniba Parviflora (Mez.)
   Family: Lauraceae
   (c) Ocotea Caudata (Mez.) (Licaria Guianensis) (Aubl.)
   Family: Lauraceae
   (d) Protium (Icica) Altissimum, (March)
   Family: Burseraceae

*Preparation:* By steam distillation of wood.

*Physical and Chemical Constants:*
Specific Gravity at 15°C.
0.8750-0.8950
Optical Rotation −4° to +5°
Refractive Index at 20°C.
1.4620-1.4685
Total Alcohols: 84 to 92%
Solubility—Soluble in some dilution between 3.5 and 6 volumes of 60% alcohol and in 2 volumes of 70% alcohol.
Color and appearance—Pale yellow to yellow liquid.

*Descriptive Characteristics:*
*Stability:*
Alkali: Relatively stable to alkali, although somechange takes place.
Acids: In the presence of some organic acids esterification of the alcohol takes place. In the presence of many strong inorganic acids, decomposition takes place. Degree of change depends upon conditions.

*Solubility:*
Benzyl Benzoate: Generally soluble.
Fixed Oils: Soluble in all proportions in most fixed oils.
Glycerine: Slightly soluble.
Mineral Oil: It is usually soluble in ½ volume of mineral oil, but sometimes becomes opalescent to turbid; when further additions of the solvent are made.
Propylene Glycol: Soluble in all proportions.

*Containers:*
Should be shipped in glass, tin lined or aluminum containers. Good quality galvanized containers are suitable when long storage is not contemplated.

*Storage:*
Store preferably in well stoppered full containers, in a cool place protected from light.

### Oil Petitgrain Paraguay

*Other General Names:*
Oil Petitgrain South American

*Botanical Nomenclature:*
*Citrus bigaradia*, Risso

*Preparation:* Obtained by steam distillation from the leaves and twigs of the bitter orange tree; at times the fruit adhering to the branches is distilled with it, indicated by a dextrorotation due to some peel oil.

*Physical and Chemical Properties:*
Color Yellowish to slightly brown
Specific Gravity at 15°C.
0.885 to 0.895
Optical Rotation Mostly laevorotatory up to −3° sometimes dextrorotatory up to +3°.
Solubility Soluble at some dilution between 2 and 4 volumes of 70% alcohol; however, upon further dilution it frequently becomes opalescent or turbid.
Refractive Index at 20° C. 1.4580 to 1.4650
Esters 45% to 55% (occasionally as low as 40% and as high as 60%)

*Descriptive Characteristics:*
*Stability:*
Alkali: Unstable in alkalies due to the hydrolysis of some of the esters and the liberation of free linalool and other alcohols.
Acids: In the presence of some organic or inorganic acids a change is noted, degree of change depending upon conditions.

*Solubility:*
Benzyl Benzoate: Soluble in all proportions.
Fixed Oils: Soluble in all proportions in most fixed oils.
Glycerine: Slightly soluble.
Mineral Oil: Usually soluble with opalescence or turbidity.
Propylene Glycol: Usually soluble with opalescence.

*Containers:*
Should be shipped preferably in glass, tin-lined, or aluminum containers. Good quality galvanized containers are suitable when long storage is not contemplated.

*Storage:*
Store preferably in well-stoppered, full containers, in a cool place protected from light.

**Oil Spike**

*Other General Names:*
Oil Lavender Spike
Oil Lavender Spanish
Oil Spanish Spike
Oil Aspic

*Botanical Nomenclature:*
Lavandula latifolia, Vill. (Lavandula Spica D.C.)
Family: Labiatae

*Preparation:*
By steam distillation of the flowers

*Physical and Chemical Constants:*
Color and appearance—Oil Spike is a pale yellow to yellow liquid, having a camphoraceous, lavender-like odor,
Specific Gravity 15°C. 0.900-0.915
Optical Rotation −5° to +5°
Refractive Index 20° C. 1.4630 to 1.4680
Esters as Bornyl Acetate 1.5 to 3.0%
Total Alcohols as Borneol 30-40%
Solubility in Alcohol: Soluble in some dilution between 1 and 3 volumes of 70% alcohol, however, upon further dilution it frequently becomes hazy.

*Descriptive Characteristics:*
*Stability:*
Alkali: Relatively stable to alkali, although some change takes place.
Acids: Fairly stable to weak acids.
*Solubility:*
Benzyl Benzoate: Soluble in all proportions
Fixed Oils: Soluble in all proportions in most fixed oils
Glycerine: Slightly soluble
Mineral Oil: Usually forms cloudy solutions
Propylene Glycol: Soluble in all proportions

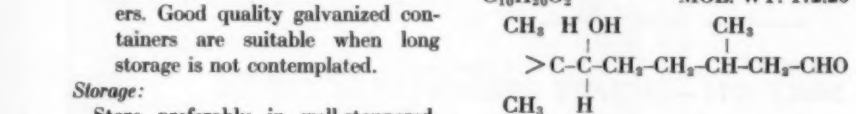
*Containers:*
Should be shipped preferably in glass, tin-lined or aluminum containers. Good quality galvanized containers are suitable when long storage is not contemplated.

*Storage:*
Store preferably in well stoppered full containers, in a cool place protected from light.

Also included is like information on hydroxycitronellal, as follows:

**Hydroxycitronellal**

$C_{10}H_{20}O_2$ MOL. WT. 172.26



(Various other structures are suggested)

*Preparation:* Obtained by the hydration of citronellal. The basic citronellal used may be from any source such as the optically active variety from Java Citronella or the optically inactive variety from Eucalyptus Citriodora.

*Physical and Chemical Constants:*
Color and appearance—Viscous colorless liquid having a sweet odor of the lily type.
Specific Gravity at 15° 0.925 to 0.930
Optical Rotation Depends upon the optical activity of the raw material. When prepared from the Java type + 9 to + 10.5; when prepared from Eucalyptus Citriodora type + 0.5 to − 0.5
Refractive Index @ 20° 1.448–1.450.
Hydroxycitronellal Content Not less than 95%.
Solubility in Alcohol Soluble in 1½ and more volumes of 50% alcohol. Soluble in all proportions of 60% alcohol.

*Descriptive Characteristics:*
*Stability*
Acids—Easily resinified by acids.
Alkali—Easily resinified by strong alkali.
Oxidation—Very readily oxidized by exposure to air.
*Solubility*
Benzyl Benzoate—Soluble in all proportions
Diethyl Phthalata—Soluble in all proportions
Fixed Oils—Soluble in all proportions in most fixed oils
Glycerine—Slightly soluble
Mineral Oil—Slightly soluble
Propylene Glycol—Soluble in all proportions
Water—Slightly soluble (approximately 5%)

*Containers:*
Should be shipped preferably in glass, tin-lined or aluminum containers. Galvanized containers not recommended.

*Storage:*
Store preferably in well-stoppered, full containers in a cool place protected from light.

It is pointed out that statements concerning descriptive characteristics given in the individual monographs are not intended as standards or tests for purity. The report also describes in detail methods for the determination of esters, total alcohols, and linalool, as well as the hydroxylamine method for aldehydes and ketones.

## New Solubility Test for Citronella Oil

Through the *Manufacturing Chemist and Manufacturing Perfumer* (17:32, 1946) we learn that the Essential Oil Sub-Committee of the Analytical Methods Committee has recommended a new solubility test for citronella oil. In a report in the *Analyst* (70:442, 1945), they express the opinion that the solubility test for citronella oil, known as "Schimmel's test" or "Raised Schimmel's test," is unsatisfactory inasmuch as it is not sufficiently well defined to give concordant results in different hands. For this reason the Sub-Committee recommends that the description "Schimmel's test" should be abolished, that the following test should be applied instead and that it should be known as the "London Solubility Test:"

One volume of citronella oil should form a clear solution at 20° C. with from one to two volumes of 89% v/v alcohol, and, with a total of four volumes of 80% v/v alcohol, the solution should not be more than faintly opalescent and there should be no separation of oily drops on standing overnight in a stoppered cylinder at 20° C.

## Mint Production Outlook in Oregon

According to H. W. Derry in the *Chemurgic Digest* (5:16, 1946) improved methods of growing, fertilizing, and harvesting the mint crop and the distillation of mint are being sought by the Oregon Agricultural Experiment Station in studies now being conducted. The demand for mint oil has encouraged new plantings and improved stills and blending equipment. Many sections of the Northwest produce mint, and blending of the oil from different sections produces best results.

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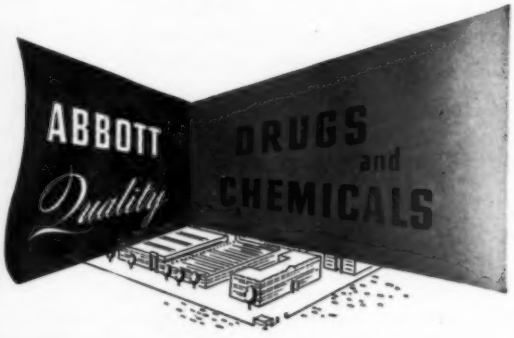


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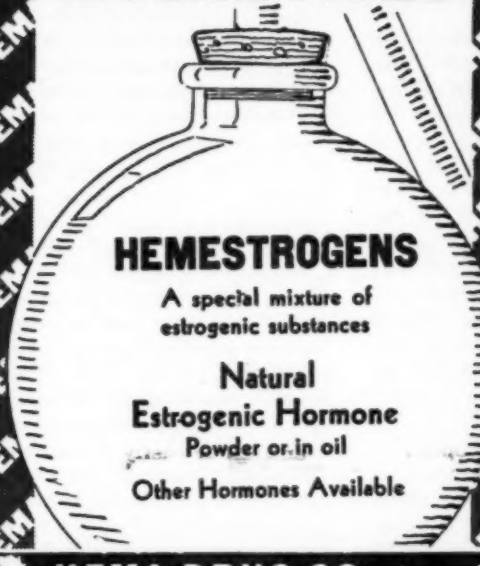

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# ADVANCING THERAPY

### Penicillin in Venereal Diseases

Acknowledging the value of the new agents for fighting venereal diseases, R. A. Koch (*Sanford Med. Bull.* 3:81, 1945) warns that penicillin should not be considered a panacea for the cure of syphilis and gonorrhea. Penicillin offers for the first time a therapeutic agent which is efficacious in the treatment of both these diseases. A rigid criterion of cure in both diseases is considered indispensable to adequate treatment and control; patients who are free from symptoms are not necessarily cured. Careful search for gonococci over a period of four weeks has revealed their presence in 14.4 per cent of asymptomatic, penicillin-treated cases of gonorrhea. It has also been demonstrated that penicillin-resistant strains may develop. The ease with which penicillin may bring relief from symptoms in venereal disease may tend to remove the fear of these diseases. The need for adequate social safeguards for the control of venereal diseases is emphasized.

### Eye Signs of Riboflavin Deficiency

**In a report on ocular disturbances in riboflavin deficiency, T. D. Spies, D. J. Perry, R. C. Cogswell and W. B. Frommeyer (*J. Lab. & Clin. Med.* 30:751, 1945) state that numerous conflicting reports, some of which they review, have appeared in the medical literature on the question of whether or not there is a relationship between riboflavin deficiency and ophthalmic disorders. Out of the hundreds of patients visiting their clinic for nutritional therapy, these workers selected about 500 patients of all ages with ocular manifestations resulting from riboflavin deficiency, 200 of whom had moderate eye involvement and received riboflavin by mouth only, and the remaining 300 of whom had more severe eye involvement (photophobia, corneal ulceration, conjunctivitis, and lacrimation) and received riboflavin at least once intravenously. It was with this last group that Spies and his associates were primarily concerned. Within 48 hours after the institution of riboflavin therapy, some subjective improvement was noted: there was diminution in the caliber of the dilated vessels in the eye and striking decrease in photophobia and corneal ulceration; accompanying this improvement was a decrease in the number of bacteria in the exudate from the eye. After treatment, almost all of the 300 patients resumed the inadequate diets that they had followed previously, and 251 have had recurrences. All the recurrences seemed to follow the same pattern as previous symptoms in the same patient.**

### Physostigmine for Muscle Spasm

Having noted the effectiveness of neostigmine in the treatment of muscle spasm in rheumatoid arthritis, A. Cohen, P. Trommer and J. Goldman (*J.A.M.A.* 130:265, 1946) decided to continue their investigations on a broader scale. However, because of the expense involved in the use of large quantities of neostigmine for a problem of such proportions, it was found necessary to resort to less expensive drugs. Accordingly physostigmine was selected, since it is very closely related in action to neostigmine, both drugs belonging to the group of anticholinesterase drugs. Work with physostigmine not only proved its effectiveness but established certain advantages over neostigmine. In summarizing their studies, these workers state that physostigmine salicylate has been used successfully in the relief of muscle spasm and associated conditions such as fibrositis and bursitis. It is an inexpensive form of therapy, replacing the more expensive neostigmine methylsulfate. Physostigmine appears to give local pain reactions less frequently than neostigmine. Physostigmine, like neostigmine, causes relaxation of muscle spasm even though it has persisted for many years. As a result, active as well as passive motion in the affected joints is more easily carried out with less pain. The effect of physostigmine given subcutaneously is rapid (within three to fifteen minutes after administration) and may persist for several days. Moreover, physostigmine did not produce any severe toxic reactions. The studies reported indicate that physostigmine is no more toxic than was neostigmine methylsulfate when used in comparable doses. Hence, physostigmine may be used in the treatment of muscle spasm in rheumatoid arthritis and allied conditions for the purpose of relieving pain due to spasm and for preventing deformities.

### Vitamin C Destruction in Bowel

**According to an editorial in *Lancet* (2:343, 1945) evidence has accumulated that a large number of enteric bacteria possess the property of decomposing ascorbic acid. Decomposition was shown to be rapid and complete, although the presence of any sugar easily fermented by the particular organism had a sparing effect on the utilization of ascorbic acid as a source of carbon by these bacteria. More recently it has been reported that nicotinic acid also is destroyed by intestinal bacteria, and there is some indication that thiamine hydrochloride may be destroyed in the same way. It is believed that these observations may clarify the pathogenesis of some vitamin deficiencies. The possibility of destruction of these vitamin factors in the bowel suggests that a vitamin deficiency may arise even though the vitamin content of the diet is sufficient. Even a small loss of vitamin C in periods of stress, such as in the healing of wounds, may be of crucial importance, since in addition to its normal metabolic function it aids recovery.**

### Sulfa Soap as Female Venereal Prophylactic

According to W. L. Gould (*North Carolina Med. J.* 6:518, 1945), a ready means of venereal prophylaxis and feminine hygiene is provided by a device that combines the germicidal action of soap with that of sulfathiazole. The device is applicable for any purpose for which a douche is used. The sulfathiazole soap is applied to the vaginal mucosa simply and easily with an inconspicuous tooth brush-size applicator. The applicator consists of a stick 3/8 inch in diameter, one end grooved to hold the soap and rounded to protect the vaginal mucosa against injury, and the other attached to a cork that fits

into a container. The soap used contains 5 per cent of sulfathiazole stabilized with 2 per cent sodium sulfite and may be mildly scented. About two drams of this sulfa soap are molded over the grooved end of the applicator.

Before and after intercourse the applicator is slowly inserted into the vagina, rotated and withdrawn three to six times, leaving a soapy film in the vaginal vault. The increased temperature of the vagina enhances the antiseptic action. According to Gould, the applicator offers an effective method of applying medicament to any part of the vaginal cavity, including the cervix and vulva. In thirty cases of vaginitis treated with the sulfathiazole soap applied with the device, discharge ceased within three to fifteen days.

## D. B. E.: New Synthetic Estrogen

**A new synthetic estrogen, or more properly, a pre-estrogen, is described in two papers in the *British Medical Journal* for January 5, 1946. In the first of these, by R. Greene, it is explained that the substance, called D.B.E., is chemically alpha-alpha-di-(para-ethoxyphenyl)-beta-phenyl bromoethylene. It is absorbed from the alimentary tract, but differs from other orally active estrogens in having a prolonged action when given by mouth or by injection. On the basis of his observations, Greene feels that, while D.B.E. is a substance of great theoretical interest, in some respects it is inferior to the other synthetic estrogens. He doubts whether the advantage of weekly over thrice-daily administration is sufficient to warrant the general introduction of yet another estrogenic compound.**

**Similarly in the second report on D.B.E., S. Way feels that the sole advantage of the new substance is that it needs to be administered infrequently and not daily as with other synthetic estrogens. In his series of clinical trials, this substance was used to relieve menopausal symptoms in 11 patients who had undergone surgical or radiological castration: 5 were completely relieved, 3 greatly relieved, and 3 showed no response. The quantity required for the relief of these symptoms is an initial dose of 2 Gm. followed by a maintenance dose of 0.2 Gm. weekly, but mild cases may require only half this dosage. From this small series of cases, D.B.E. does not appear to be as effective as stilbestrol in the relief of menopausal symptoms. Its side-effects are similar to those noted with other synthetic estrogens.**

## Vitamin B Deficiency in Menorrhagia

As a result of their observations in industrial plants, H. Peters and W. Footer (*Permanente Foundation Med. Bull.* 3:137, 1945) are of the opinion that menorrhagia and metorrhagia, which are seen so frequently when women start to do heavy work, show no correlation with the type of work which is done. There is no evidence to show that hard work or standing and walking for eight hours in an industry in itself will cause prolongation or increase in the menstrual flow. It is believed that the women who complain of these menstrual disturbances after starting work were eating a diet low in vitamin B complex before they started work, and that when they began to do manual labor their caloric requirement and intake became greater. Their dietary habits were such that the more they ate the greater became their vitamin B deficiency. The liver loses its ability to inactivate estrogen in vitamin B complex deficiency. Accordingly, vitamin B complex was administered in the treatment of functional menorrhagia in an industrial plant and the results were very encouraging.

## Therapy of Acute Infectious Hepatitis

**In his report in the *Bulletin of the New York Academy of Medicine* (21:537, 1945), C. L. Hoagland states that infectious hepatitis or epidemic jaundice, often erroneously termed catarrhal jaundice, is known to be one of the more important causes of morbidity among military personnel, but it has also been a common disease in civilian communities. The principal damage to the liver occurs early, and therapy is directed toward hastening repair of the injured organ. The author believes that bed rest is of paramount importance. Diets high in carbohydrates and proteins are indicated, but the value of low fat diets is questioned, since they are unappetizing, low in calories and in fat-soluble vitamins. Protein nutrition may be reinforced by parenteral administration of a mixture of amino acids, but the therapeutic value of methionine is unproved. Faulty metabolism of fat-soluble vitamins (A, D and K) may need to be counteracted by oral or parenteral administration of these factors.**

## Sulfa Prophylaxis in Rheumatic Fever

In a preliminary report on the prophylactic use of sulfanilamide in rheumatic fever, S. G. Anderson (*Med. J. Australia* 1:635, 1945) presents details on the control methods employed and the results observed. The patients who were selected for prophylactic treatment with sulfanilamide had all suffered an attack of rheumatic fever one or more times during the preceding five years, usually during the previous two years. Such patients varied in age from 3 to 14 years. Of 104 children who received sulfanilamide prophylactically and who were observed for six months, 1 child had a doubtful recurrence of the disease. An average of 470 children not taking the drug formed a control series during the same time, of whom 30 definitely suffered from recurrent rheumatic fever, and 3 possibly so; this is equivalent to a recurrence rate of 13.5 to 15 per cent per year. The toxic effects of the drug were minimal.

## Tyrothricin in Skin Infections

**The antibiotic, tyrothricin, which consists of a mixture of granicidin and tyrocidine, has found a number of uses in the local treatment of various infectious conditions. In his report in the *Archives of Dermatology and Syphilology* (53:20, 1946), H. E. Anderson indicates that tyrothricin may have a useful role in treating cutaneous infections. The agent proved ineffective when incorporated in various ointment bases, but gave good results when applied in wet dressings. Twenty patients with cutaneous infections were treated with tyrothricin used in continuous wet dressings. The results were good in 75 per cent of the cases, fair in 10 per cent and poor in 15 per cent. The purulent infection clears with remarkable rapidity in most of the dermatologic diseases due to gram-positive organisms. Stimulation of granulation tissue is not apparent.**

**Anderson believes that tyrothricin should prove helpful in clearing infections which are resistant to other types of locally applied medicaments or when sensitivity of the patient to sulfonamide compounds is encountered.**

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# PURCHASING DEPARTMENT

## *Alcohol Shortage Now Apparent. Situation Likely To Become Increasingly Critical*

Users of industrial alcohol will be confronted with a tight supply situation throughout the year, major producers reported.

Chief bottleneck to production is the world shortage of molasses. The industry expects to meet the 1946 requirements but only by an uncomfortably narrow margin.

Enough molasses was made available during March to producers to make the 60 per cent of their internal requirements and sales permitted by CPA regulations. The remaining 40 per cent is obtained from the Government stockpile.

This stockpile is now down to 73,000,000 gallons, it was learned. During the next twelve months about 46,000,000 gallons will be drained from it to produce butadiene for synthetic rubber.

It is doubtful if alcohol stocks can be built up substantially this year. Producers do not regard the present Government stockpile as too big. Depending on synthetic rubber requirements it may drop to an uncomfortable level. However, CPA made it clear that synthetic rubber will get all the alcohol that is required.

Producers face a precarious molasses supply situation. Stocks at one large plant recently were so low that operations would have been discontinued in a few hours if it had not been that a tanker with Cuban molasses arrived just in time. Other plants are working with similar low and irregular inventories.

Chief reasons for the molasses shortage is the loss of sugar cane production in Java and other large producing areas, the diversion of blackstrap and beet sugar to the production of alcohol for motor fuel in some countries, and an increasing use of molasses for cattle feed resulting from world grain shortage.

Producers of alcohol point out the unsound economic aspects of feeding molasses products to cattle to the extent that it would necessitate alcohol plants to convert to grain as a raw material.

Conversion to grain would necessitate long freight hauls of grain to East Coast alcohol plants.

While the immediate problem, according to CPA, might be solved by diverting alcohol from liquor to industrial use, chief long-term improvement in industrial alcohol depends on bigger world supplies of sugar and grain. Larger sugar production will mean more molasses for industrial alcohol and heavier grain crops will ease the feed supply for animals making unnecessary extensive diversion of molasses for this purpose.

### MARCH PRICE CHANGES

**UP**

Balsam Tolu 15c
Carnauba wax No. 1 15c
Cedar leaf oil 5c
Citral $2
Citronella Ceylon 5c
Ergot 5c
Eucalyptol 35c
Ginger oil $1
Golden seal root 25c
Menthol 60c
Mercury $2
Methyl cinnamate 25c
Rhubarb root 15c
Saffron Valencia $1
Senna tinnevelly 4c
Valerian root 7c

**DOWN**

Bay oil 5c
Bergamot oil 75c
Bois de Rose 25c
Cassia oil $1.50
Colocynth pulp 3c
Geranium oil Bourbon $1
Spike oil 10c
Pimento leaf oil 35c

• Prices quoted in this section were current on the first of this month.

*Penicillin Supplies Easier*

Penicillin supplies for injection, oral, and topical applications have improved substantially during the past month but allocation controls will probably not be revoked before summer, it was learned.

About 1,800,000,000,000 units of the drug were made available for allocation during March. Approximately 300,000,000,000 units of the injection type were earmarked for export. A total of 1,300,000,000,000 units was available for allocation in February. Exports were about 230,000,000,000 units during that month.

February production of penicillin was estimated at more than 1,000,000,000 units. Supplies in February were further bolstered by a sizable carryover from January production.

Penicillin production is breaking all previous records and indicates that output is now at a rate double that of last autumn. November, 1945, production was 767,000,000,000 units. Chief reason for the increase in production is the greater yield obtained from the better strains of the penicillin-producing mold that are now being used. Some of the production increase is the result of new facilities that have come into operation.

The lengthy period of strain on supplies is ended, producers assert. However, there has been no decrease in either domestic or foreign demands and the industry is not yet able to maintain comfortable inventories of the drug. Additional amounts are going into tablets, lozenges and ointments, but the quantities of penicillin moving to manufacturers of these topical and oral forms does not greatly exceed such shipments in former months.

The industry expects to achieve a good stock position this summer. The requirements of the period of heaviest seasonal demand were filled during the critical winter months without any serious difficulties. Demands should

(*Continued on page 575*)

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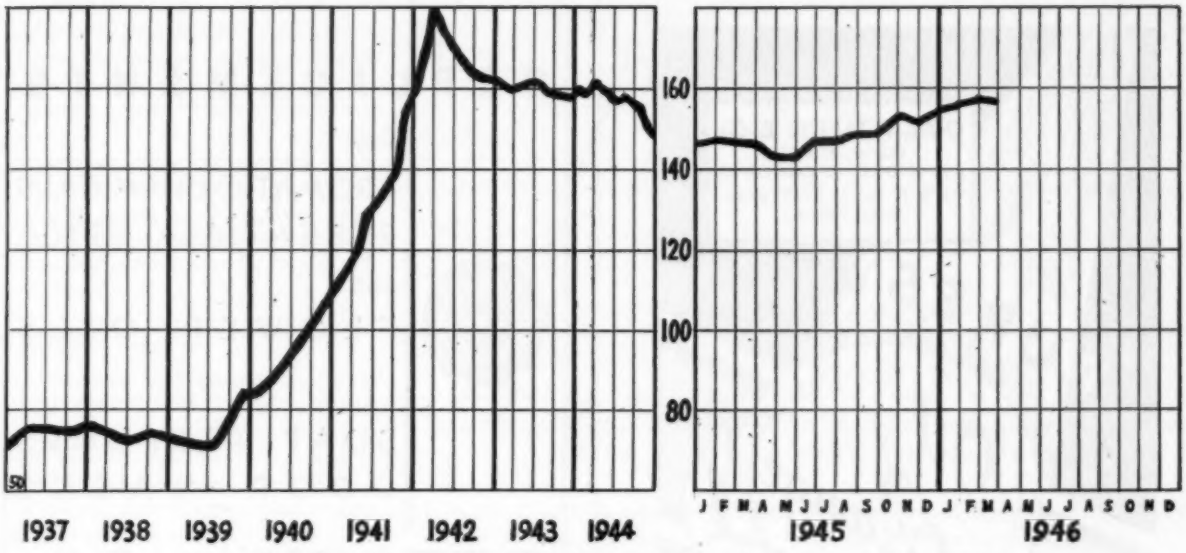
50 Raw Materials—Weighted Price Index. 1926=100.




The price index of fifty commodities for March declined fractionally from 157.5 to 157.3.

## *Botanical Drug Market Continues To Rise. Short Spot Stocks Likely For Some Time To Come*

Dealers in botanical drugs were devoting a good part of their time to plans for increasing the production of these commodities so that by next Fall the serious shortages which have existed might to some extent be alleviated. Higher prices have been offered domestic collectors to induce them back to the fields and woods. The success of this effort will depend on the availablility of labor which at present does not appear to be plentiful.

A $110,000 appropriation for further work in experimenting in raising drug, essential oil and other economic plants, has been granted by the California legislature to the California Polytechnic School's division of oil and drug plant production.

The purpose of this program is to develop in this country drug and essential oil plants which were formerly imported from foreign countries.

The school's division was established in 1943 with a small appropriation of $35,000. With this, the school developed planting of Dalmatian sage, French marjoran, Spanish thyme, Italian lavender, and other crops used for drugs, essential oils and condiments.

In 1942, the division planted a half-acre of Japanese mint root, used in the production of menthol. The root was formerly imported from Japan. Now there are 350 acres of Japanese mint being raised by growers, who are producing as much as 80 pounds of oil per acre.

Restoration of postal relations with Germany is expected shortly. This will mean that botanical importers will eventually have contact with former shippers and speculation is reported in the trade as to whether any of this business has survived and again, whether Central Europe can be depended upon as a source of crude drugs in the near future.

*Karaya Firm*

Stocks of gum karaya were sharply increased by recent arrivals from Bombay. The cost of this gum in India, however, checked any tendency toward reduction of spot quotations. Firmness has been the rule in quotations for almost all India produce.

*Ergot Up*

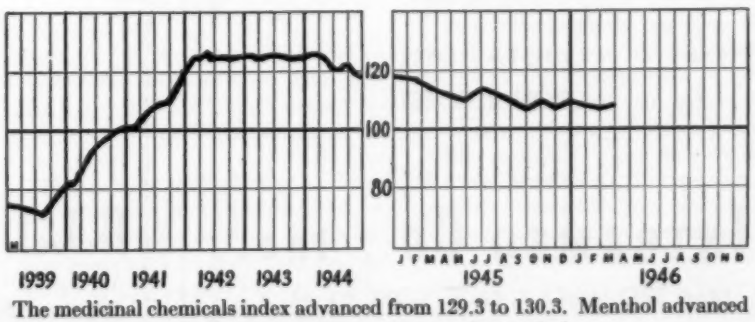
Ergot continued to arrive here mainly from Portugal, but the Food and Drug Administration has yet to pass on the quality. Spot quotations rose to a range of from $1.75 to $1.80 per pound. Stocks are subnormal because of substantial detentions recently by the F & D A.

*Carnauba Arrives*

A total of about 11,801 bags, or over 800 tons of carnauba wax arrived here during the present trading period. Importers point out that virtually all of this wax from Brazil will go directly into consuming channels and that spot material will become more difficult to obtain in the weeks ahead.

In the midst of the record arrivals, buyers here are reported bidding higher prices in an attempt to acquire additional lots. Prior to the removal of ceilings several months ago, American

15 Medicinal Chemicals—Weighted Price Index. 1926=100.




The medicinal chemicals index advanced from 129.3 to 130.3. Menthol advanced to $5 a pound, mercury rose to $104 a flask.

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importers were unable to make replacements in Brazil because of the fact that other countries were paying much higher prices. Removal of the ceilings brought about a resumption of activity in the primary center. Ceiling prices were about double the normal value of the article, and since the removal of the price regulations, prices have been steadily advancing to the point where No. 1 yellow is about four times greater than the normal price of around 40c to 45c a pound.

*Pyrethrum Comes In*

Of interest in the trade was the arrival of about 1,700 bales of pyrethrum flowers from Kenya, Africa. The new lots are the first to be assigned to private importers since the beginning of the war, previous importations being consigned to the United States Commercial Corp. It is understood that additional quantities will be imported in the weeks ahead for the account of individual importers which will run into a rather substantial tonnage. These goods will be used in the manufacture of DDT preparations and in fly sprays. During the war Brazil became a rather important source of pyrethrum flowers and a fairly substantial tonnage has been coming from the Belgian Congo for the Army and Navy. While details are lacking regarding the Government's stockpile of pyrethrum private estimates indicate that by the end of this year the Government will have on hand at least 2,000 tons.

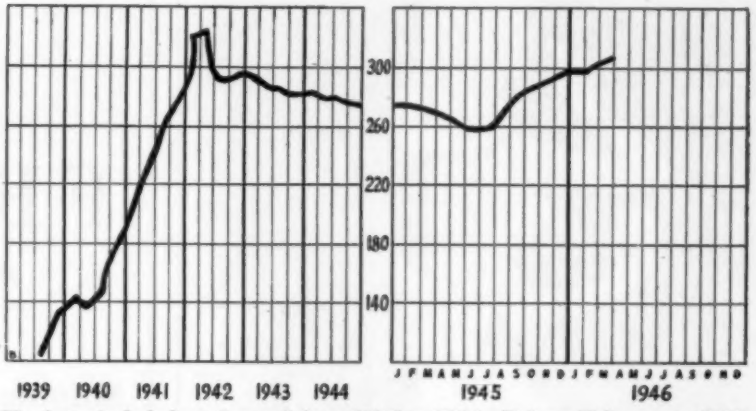
*Licorice Crop*

The 1945-46 crop of licorice (October to April) in Turkey is expected to exceed the 1944-45 crop, which is estimated to have been about 12,000 metric tons (green). Total available stocks in Turkey, exclusive of those in the Hatay Vilayet, were estimated in November 1945 to be about 12,000 metric tons. During the quarter ended September 1945, approximately 1,300 tons were used domestically for the manufacture of licorice paste, and about 1,500 tons were exported to the United States.

*Ipecac Firm*

New lots of ipecac root have arrived here from Central America. The goods are offered at prices ranging from $6.35 to $6.80 a pound. They are the first sizable lots to reach this market in over six weeks. Prior to that only token quantities were coming in. No Rio

**15 Botanicals—Weighted Price Index. 1926=100.**




The botanicals index advanced from 293.6 to 298.0. Balsam Tolu rose to $2.20; ergot was up to $1.75, and rhubarb root rose to 75 cents.

Ipecac root has been imported into this market for some time since it is understood that Brazil is using all available quantities in the manufacture of emetine.

Ipecac root is used in the manufacture of cough remedies and in alkaloids for medicinal purposes. According to reports additional lots are afloat from Central America but since these goods will arrive on a poorly supplied market, it is generally expected they will be quickly taken by consuming manufacturers.

*Miscellaneous*

Spot stocks of goldenseal root are depleted. The market ranged in price from $8.75 to $9.50. Recent exchange developments have increased the replacement cost of gum tragacanth. Rhubarb root advanced sharply to from 75c to 80c per pound. Recent detentions seriously affected the spot supply position. Balsam tolu showed a further advance during the past month. Limited quantities only are being offered here.

## PENICILLIN

(*Continued from page 571*)

taper off by May as the incidence of respiratory diseases drops and suppliers, hospitals and drug stores will be able to carry comfortable stocks during the summer.

Demands for oral and topical forms of penicillin are not expected to mount greatly during the summer. All indications point to a balanced supply position for the drug some time in the next few months. But until stocks can be built up to a safe level the CPA will take no action toward revoking allocation controls that now govern distributio.

*Olive Oil Critical*

Olive oil traders here have appealed to the Spanish Government to institute a system of export licenses to allocate supplies to "historical shippers," prorated according to the individual exporter's prewar shipping record, it was learned. Sponsored by the Olive Oil Association of America, the request was made to cut through pricing regulations in Spain and this country, blamed for the critical shortage here.

Although it is understood the United States Government has agreed to make a total of 12,500 tons of soya bean oil available this year for export to olive oil producing countries on a pound-for-pound basis, and Spain is willing to trade 5,000 tons, negotiations have been hampered by the Spaniards' position that prices be determined on the basis of competitive bids. Importers here, however, restricted to a price ceiling of $4.30 per gallon, in bond cost and freight, cannot offer more than that figure, and are unable to make any concessions on soya bean oil because of similar controls on its export price.

Acting to break the deadlock which has completely cut off shipments of olive oil and resulted in a current shortage of 10,000,000 gallons, the association recently requested United States authorities to set up a system of import allocations. The request was denied. Meanwhile, in a move to stabilize soya bean oil export pricing, the Office of Price Administration ruled that exporters must add a full export premium of 10 per cent. Inasmuch as the spread between refiners' individual

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PENTOBARBITAL SODIUM U.S.P.
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PHENYL ACETIC ACID
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BENZYL ALCOHOL
BENZYL CHLORIDE
BENZYL CYANIDE
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DIMETHYL UREA
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CYANO ACETIC ACID
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8-HYDROXYQUINOLIN-5 SULPHONIC ACID

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price ceilings is not more than ½c per pound the effect was to establish a more or less uniform ceiling at which the product could be traded with Spain.

Greece is also interested in participating in the soya bean oil arrangement, it is understood, and originally set aside approximately 3,000 tons for the purpose. However, because of costs of the present Greek customs duties and other costs, the deal appeared undesirable at this time and negotiations broke down. It is expected, however, that they will be resumed within the next few weeks.

Some olive oil shipments from Syria and Palestine are understood to be on the way to the New York Foreign Trade Zone for re-export to Latin America, principally Brazil, Cuba and Mexico. Because of the price spread, $5 to $7 per gallon in the countries of origin, compared with the United States ceiling of $4.30, it would be impossible for the shipments to be entered here, it was said.

*Nicotine Sulfate Shortage*

Nicotine sulfate supplies are expected to be only about 80 per cent of that available in 1945, according to estimates reported here. Probable demand in 1946 is placed at 1,200,000 pounds, against production of 100,000 pounds short of this total. Unless the present policy is changed, there will be no government subsidy of production this year, as there was in 1945, it is understood, due to the favorable tobacco price level, which would require an inordinate amount of subsidy to divert tobacco to sulfate production.

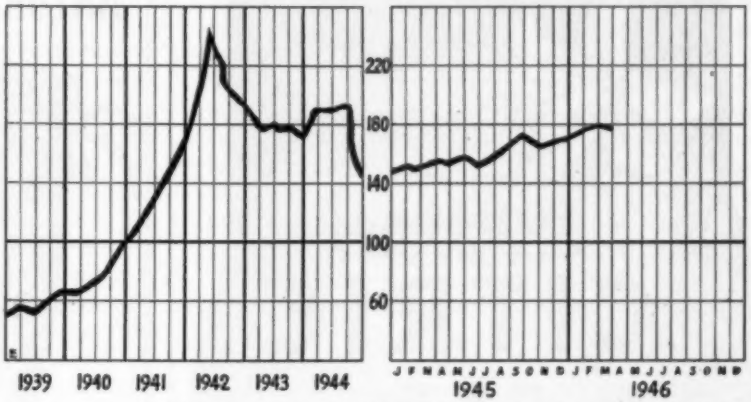
*Iodine Output Down*

Production of iodine in Chile declined 43 per cent during the first half of 1945 from that of the like period of 1944, according to the foreign press. Comparable figures are shown as 371 and 643 metric tons. Output in the first half of 1943 was 265 tons.

*Menthol Up*

The spot menthol market advanced to a price range of from $5 to $5.25 per pound, but some think that the advance has run its course now that the quotations on Brazilian natural menthol have approached the position occupied by menthol now stored in China. The two eventually are bound to contest for the world's business. And, of course, Japan will join the party at some undisclosed future time.

**15 Essential Oils—Weighted Price Index. 1926=100.**




The essential oils index declined from 166.8 to 164.1, Anise oil was down to $3.25; bergamot declined to $8; Bois de Rose dropped to $5; Cassia was lower at $9.50. Citronella Ceylon rose 5 cents to $1.70.

## ESSENTIAL OILS

The spot market for lemongrass oil remained tight although there were some replacement arrivals during the current trading period. Prices, however, were more stable at the primary source. Restrictions on exports of lemongrass oil to Argentina have been removed by the International Trade, Department of Commerce.

In 1945, the acreage in Madagascar grown to lemongrass amounted to 1,100 hectares, yielding an estimated total of 35 metric tons of oil compared with 1,500 hectares in 1944, with an output of 22 metric tons of oil.

*Ylang-Ylang Easy*

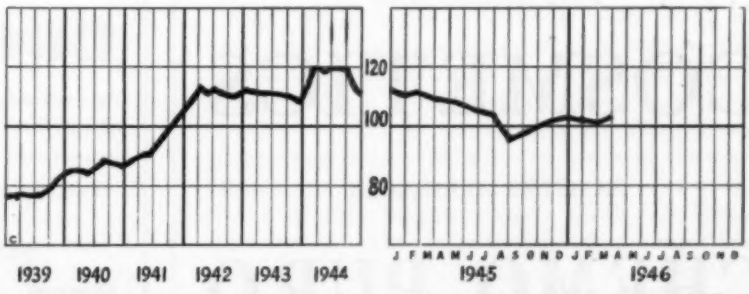
Prices for ylang-ylang oil were generally lower. Bourbon, extra was offered at from $20.50 to $24.50 per pound; first, $15 to $19.50 per pound; second, $11.50 to $14.50 per pound, and third, $6.50 to $9.50 per pound. Of interest was the arrival of additional shipments from Madagascar.

The acreage devoted to ylang-ylang in Madagascar in 1945 totaled 2,700 hectares, with an estimated yield of 30 metric tons of oil, compared with 3,000 hectares in the preceding year and a yield of 25 metric tons of the oil.

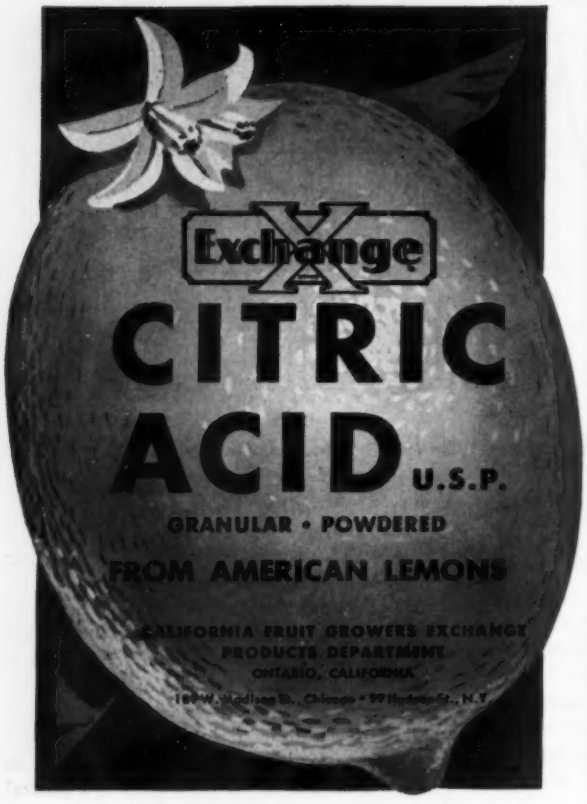
*Miscellaneous*

Little forward buying is reported in anise and cassia since there is a general feeling prices will continue to decline. Reports from the country continue exceedingly firm regarding peppermint oil. A small lot of patchouli oil arrived from abroad. Because of the shortage of this article on spot the new parcels will go directly into consuming channels. Quotations on oleo resin capsicum remain entirely nominal due to the absence of offerings. California orange oil is reported in somewhat better supply. The first shipment of Dalmatia sage oil to arrive here in several years is expected soon. The supply situation in petitgrain is critical. Dealers are unable to effect replacements because of the high shipping prices.

**25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.**




The cosmetic raw materials index advanced from 102.3 to 104.5. Balsam Tolu rose to $2.20; Candelilla Wax was higher at 72 cents; menthol was up to $5, and gum tragacanth rose to $3.80.

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## Building Chain Store Cosmetic Sales

(*Continued from page 555*)

up the ads; that he forgot to order the merchandise; and is otherwise disinterested. To minimize such cases, we try to make our advertising tie-in fool-proof.

First of all, we notify all of our stores thirty days in advance when the ad will appear; where the ad will appear; what will be the theme of the ad; which merchandise will be advertised, and how to order it.

While the advertising department is preparing the ad, the display department prepares a sample tie-in window, featuring and showing the items that are in the ad. The center card of this tie-in window duplicates the theme of the ad. It carries the same catch phrase or caption, and has the same well-known, gorgeous, Walter Thornton model's picture.

A sample window is photographed and subsequently used and installed a week before the full-page ad appears. The window display is compulsory in about 50 per cent of our stores—stores with sufficient window display space to give up a continuous eight foot display for this purpose.

As the third step in this tie-in circle, we send to all of our stores, a tie-in sheet. This is sent ten to fourteen days prior to the appearance of the ad in the newspapers. In addition to telling where and when the ads appear, it shows a miniature lay-out of the ad, a picture of the tie-in window, a listing of all the merchandise to appear in the ad and in the window. It also has blank spaces so that the window trimmer can check off the items as they go into the window, and blank spaces for the cosmetician to check off the items as she makes the compulsory display on her counter and in the showcases. In many cases we have contractural obligations to fulfill, and this is one way we have a check on the fulfillment of them.

Although the tie-in window is used only in from 85 to 100 stores, the showcase and counter displays are compulsory in all stores. You understand that we want all stores to get the benefit from the advertising, even though they may not have sufficient window display space to use the advertised items in a tie-in window.

Our fourth and final step is this: A week prior to the appearance of the ad, the store receives actual strike-off proofs of these full-page ads which the store manager uses as posters on his windows.

Whelan's advertising expenditures for last year were approximately one million dollars, of which 40 per cent was spent on cosmetics. In New York, Whelan was the largest chain store advertiser of cosmetics.

The next phase in this operation is the merchandising of the department.

It goes without saying that the department should be the last word in cleanliness and orderliness. From my experience, this is vitally important in attracting the maximum number of the better class women clientele. After all, this is the type of customer that we should be chiefly interested in because they are the ones who buy the better lines of cosmetics.

All merchandise shown in the cosmetic department must be displayed in such a tempting and appealing manner that the customer purchases more items and larger quantities than she originally intended.

The merchandise on display has to be changed frequently to suit the various seasons of the year, as well as to properly back up any and all special or introductory advertising on the part of the manufacturer. We have had many examples of such advertising of late by the manufacturers of manicure preparations, as well as some of the better known cosmetic houses.

Chain stores in general serve as distributors or manufacturers. The better coordination—the better distribution. Here, again, timing is of the essence from the manufacurer's viewpoint, as national advertising means little if the merchandise is not available in retail outlets at the time the ads are breaking.

It is our policy at Whelan's to try to be first to show the newest and latest in cosmetic merchandise—be it shades of lipsticks, nail polishes, perfume fragrances, etc.

In order to insure the maximum interest on the part of our cosmeticians we endeavor to be as generous as possible in the payment of P.M.'s, and on practically all lines that are exploited in our cosmetic department, we pay a P.M. of 5 per cent on retail sales.

At various times throughout the year we run special concentrations to tie-in with manufacturers' promotions on the items in their regular lines as well as their new items, and in all cases extra P.M.'s, or prizes, are paid during these promotions.

The final phase of building a cosmetic business is . . . supervision. While I know that many chains have a number of men employed in a supervisory capacity, it is of the utmost importance that these supervisors be cosmetic-conscious. This, frankly, requires a lot of educational work on the part of management, because most supervisors are registered pharmacists, and generally are more concerned about the drug, prescription, sick room, hospital supplies and general sundries than cosmetics.

In the Whelan organization, every supervisor has been requested to study the cosmetic manual thoroughly so that he will be as familiar with the merchandise sold in the cosmetic departments as the cosmeticians themselves. We rely a great deal on the supervisor carrying out our instructions to the cosmeticians.

While we have several traveling cosmeticians who inspect the cosmetic department for shopworn, damaged and outmoded shades of powders and lipsticks, and see that this merchandise is gathered together and returned to our depot, nevertheless, the follow-through of this important work is in the hands of the supervisors of our stores. And . . . gentlemen . . . in order to have a cosmetic inventory that's worth 100 cents on the dollar, this supervision is of the utmost importance.

Now we come to the final results. The cosmetic industry reflected, from 1939 to 1945 inclusive, and increase of 238 per cent, while Whelan's volume on toiletries increased 263 per cent and on cosmetics in-

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**..A UNIVERSAL COLLOID AGENT**

IT THICKENS...

IT GELS...

IT EMULSIFIES...

IT STABILIZES...

IT SUSPENDS...

We are now producing from Carragheen two new improved types of gelose. One of them should be the answer to your emulsifying, suspending, thickening or stabilizing problems.

**KRIM-KO GEL** is an all-purpose colloid-assistant. Properly used, it has been proved effective in many of the most exacting food, pharmaceutical and industrial applications.

**CARRAGAR** is an agar-type gelatin which forms tender, fruit-like gels over a wide pH range. It does not require acidulation to produce desired results.

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# MYSORE GOVERNMENT Sandalwood Oil

*Distilled from*
Santalum Album

INSIST ON ORIGINAL CANS AND CASES

*Sole Agents for the United States*

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(Incorporated)
Essential Oils
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# GUMS

ARABIC-Sorts, Granular, Powder
KARAYA-Powder
LOCUST BEAN-Powder
TRAGACANTH-All Grades, Whole, Granular, Powder

# GELLOID

(Pure Calcium Carragheen Sulfate)
Binder in Tablet Making
Moisture Retention in Dentifrices

**JACQUES WOLF & CO.**

Manufacturing Chemists and Importers

PASSAIC, N. J.

California Branch--339 East 2nd Street
LOS ANGELES, CALIF.

creased 408 per cent. Thus Whelan stores are running considerably ahead of the trend of the cosmetic and toiletry industry.

I also want to bring to your attention the effect the increase in the sales of toiletries and cosmetics has had on the Company's over-all merchandise gross profit in drug stores.

In 1939 our gross profit was 29.1 per cent; in 1940, was it 28.8 per cent; in 1941, it was 30.0 per cent; in 1942, it went up to 32.2 per cent; 1943 shows a further increase to 32.6 per cent; in 1944, a still further increase to 33.2 per cent; and in 1945, a still greater increase to 33.6 per cent.

Our cosmetic and toiletry average per store follows: In 1938, we averaged $7,712 per store. In 1945, the average was increased to $32,760 per store.

These figures prove, it seems to me, that chain stores can successfully build cosmetic volume if they will pay particular attention to the eight procedures outlined in this article.

---

## Art and Packaging

(*Continued from page 502*)

toy package designs. Children are unspoiled, so I have faith in their judgment. Stylized drawings were favored against realistic drawings, but color-photographs over paintings. I believe grown-ups would choose the same way for certain fields, and what a vista this would open for designing new canned food packages for instance!

Yet I do not want to say that I believe in surveys and complicated consumer's tests or in the judgment of large groups. They do not give enough time and not every good package can prove its merits immediately.

Sometime ago I redesigned a line, to appeal mainly to that famous customer-group which is so much in the lime-light now a days, the teen-age group. We hoped to be able to find out something about their taste by addressing ourselves directly to them, and we organized a competition in one of the largest art schools in the city. The designs were so diverse in taste, color and ideas, that we could not learn anything from them, except again, that the experts should and must know better than the masses.

Let me tell you a little story about a design study made by one of our top designers for a very large industrial concern, which uses the same emblem on a huge number of products of very different sizes going from the smallest packages to roadside signs. The artist finally developed a suitable design, and the boardroom of the company was transformed into an exhibition hall, and a director's meeting—thirty odd people were invited for a close examination and judgment. No quick decision came forth, groups wandered from panel to panel, and the surprised author heard whispered remarks: How much finer is the tail of the horse on this drawing—How much better the expression on that one—How much prouder the line of the neck on the other one—I love this red—No, not this one—

All drawings were exactly the same color red, and they were all photographic reproductions in different sizes of the same design.

While this is funny, it is rather significant, that instead of considering the appropriateness of the symbol, the style of the design, the general effect, the layman group's remarks were all directed to details, which would hardly ever have any effect on sales appeal or customer acceptance.

Now let me open a window in my heart—and most good designers' hearts and you will witness a rather cruel and moving duel of the artist and the merchandiser. The artist wants to be the pioneer, bold, daring, original—the merchandiser has to look at prospective sales.

So, if you are a lover of modern art, fond of Picasso or Modigliani—don't say of a design: how corney—how too, too sweet—how utterly pink; and if you are fond of National Academy paintings only, don't say: how terribly modern, how violent—how strange.

Look at both sides and remember: a package must satisfy not thousands but millions of tastes sometimes. But it can do that without abject servility.

Each time a new cosmetic design is born, somebody will get up and say it must be pink, because pink is the best-selling color for cosmetics. This I don't deny. I don't deny either that dark green or dark blue with white or cream are the colors of the best-selling drug packages.

But does anybody ask why? I believe that pink is the best-selling color for cosmetics, because the great majority of them is pink, and not the other way around! The "let's follow the beaten path" theory is very strong. Yet what package will one notice in a forest of pinks? Certainly not another pink.

Color has more emotional appeal than anything else in a design, and I for one am very much for giving other colors a chance. It might have to break down a little traditional resistance, but given time and chance, it will, if it is a good color.

I believe, that leaders in any industry should not be afraid of really being leaders, leaders in trying new styles, new colors, new materials. Plastics for instance, which received tremendous publicity during the war, but did not prove to be quite adequate in some cases, have not said their last word, but there is the resistance of habit to overcome.

A plastic body-powder box was shown to a large group of very accomplished sales people for their opinion, and the majority thought that it was very beautiful, but that it would not sell well, because women are accustomed to buy dusting-powder in paper boxes. I still think they would sell, as also their smaller sisters with all the sparkle of cut-glass, yet light as a feather.

Of course it takes a great deal of courage and initiative to order large quantities, and promote and advertise something new and untried, but that is the job of leaders in fashion, in style, in every kind of manifestation—to show the way instead of following others—to

*Fine Chemicals* — BPC

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AMINOPHYLLINE
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improve the taste of the masses and not to obey it.

If there is such a leadership, it will be noticed and acknowledged, with seriousness and with smiles, sometimes with a quip.

Here is something in the New Yorker reprinted from Harper's Bazaar about five years ago. I quote—"The Greeks understood the almost spiritual beauty of pure form, unadulterated and without compromise. Their aspiring columns achieved a serenity and strength that have not been equalled. Today, in a world attacked by disaster, we turn instinctively to that sure simplicity, shorn of flippancy and ostentation, in clothes, in beauty, in every outward and inward form. . . . . symbolizes this basic impulse in a new lipstick case shaped like the broken fragment of a fluted column." The New Yorker put this in their anti-climax department.

There is one element however, which I find in very good design, practical, luxurious, modern or old-fashioned—and that is imagination. Imagination in a work of art and its spectator, imagination in a package design and its prospective customer will strike the same secret chords and create a sympathy relationship which will end in admiration or in buying.

Package designers and advertising men, please don't say the very last word—what you say in color, in form and words—let it be fresh and imaginative and full of personality, but don't say it all—leave room for your public's imagination too; inspire, excite, let your public take part in your creation—let them feel great, creative, a tiny bit puzzled but satisfied.

These packaging meetings are pretty hectic affairs anyway. They involve presidents, sales managers, purchasing agents, promotion and advertising managers, besides sales people from stores, who have first hand knowledge of what walks off the counter, even if sometimes they have not got the taste to know why.

Then beauty editors are consulted and the managers of the package manufacturing companies, whose advice is often most important, as their experience is enormous and their technical knowledge unsurpassed; and the buyers or stylists of department stores, who are the best testing mice, chosen and bred for their capacity to ferret out everything that will sell.

I see a lot of old cranks, who think they have invented the package of the century, and sometimes they may have a spark of something that will inspire a good design in the mind of a creator, and on the other hand we once bought a complete merchandising idea, package design and name on the other hand from a twelve year old child, who had no artistic training which I think is quite an achievement of natural talent and inventiveness.

All this does prove that you don't have to learn and know a lot to be a good package designer, but simply points out the utmost importance of creative imagination. The rest is up to the professional's skill and knowledge of materials and techniques.

I do not intend to become technical, but I want to say something about functional design.

(*Continued on page 597*)

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## Development of Pharmaceutical Specialities

*(Continued from page 497)*

and well-planned trade paper advertising has a desirable cumulative effect which more than repays the investment.

*Medical journal advertising* is an important and essential part of the promotional attack on the medical market. Fundamentally, these are two factors which influence a doctor to read an advertisement:

(1) *The impact of the ad* which he experiences while leafing through the journal. It is here that crisp headlines, careful design and good artwork come into play.

(2) *The message*—To-the-point, easy-to-read copy gets much more attention than that which is longwinded and weighty.

It is difficult to measure the true effectiveness of advertising space in medical journals. A common method which serves as a guide, is to insert a coupon which when filled in by the physician reader entitles him to a sample or literature. Another way to check up on space effectiveness is to conduct physician interviews. By using tear sheets of the ad to be tested, with the company and product name blocked out, much information can be gathered which is useful in developing responsive approaches.

### The Physician

The physician is the key to the medical market. It is the pharmaceutical company's job when introducing a new specialty to know the physician and his habits so that he will be influenced to write prescriptions.

The U. S. physician is probably our best educated professional man. He tends to be slow in making changes in his prescribing habits. Clinical background and confidence in the manufacturer are prime requisites for gaining physician acceptance.

According to the Fifth Medical Economics' Survey the average gross income for all U. S. physicians in 1943 was $14,341. If he were a general practitioner he received $12,554, and if a full specialist he grossed $18,367.

Thus we view the physician as first of all professionally conservative, and second, economically secure.

In making plans to market a new specialty much attention should be given to how to reach the medical market efficiently and effectively. That, of course, brings up the question of physician distribution and its relation to population and market characteristics. The October, 1944 and the April, 1945 issues of *Medical Marketing* carried interesting articles on medical market measures which analyzed the nation state by state under six measures of business activity, including population, density of population, value of manufactures, value of crops, retail sales, and individual income tax returns. The results, as shown below, indicate that in measured groups of 19 states, there is to be found 68 per cent of the nation's population,

76 per cent of the physicians, 79 per cent of the dentists, 72 per cent of the drug stores, and 73 per cent of the hospital beds. As *Medical Marketing* pointed out, it would seem that this is a group of states where concentrated promotion will produce the greatest results with the least pain. As the 58,000 U. S. physicians return from service it is important that pharmaceutical manufacturers study their distribution in relation to its effect on potential markets.

**High States In The Medical Market**
"X" Indicates the Ten Top-Ranking States
Under Each Column Heading

| State | Population | Density of Population | Value of Manufactures | Value of Crops | Retail Sales | Individual Income Tax Returns |
|---|---|---|---|---|---|---|
| California | X | | X | X | X | X |
| Connecticut | | X | | | | |
| District of Col. | | X | | | | |
| Illinois | X | X | X | X | X | X |
| Indiana | | | X | X | | X |
| Iowa | | | | X | | |
| Maryland | | X | | | | |
| Massachusetts | X | X | X | | X | X |
| Michigan | X | | X | | X | X |
| Minnesota | | | | X | | |
| Missouri | X | | | X | X | |
| New Jersey | X | X | X | | X | X |
| New York | X | X | X | X | X | X |
| North Carolina | | | | X | | |
| Ohio | X | X | X | X | X | X |
| Pennsylvania | X | X | X | | X | X |
| Rhode Island | | X | | | | |
| Texas | X | | | X | X | X |
| Wisconsin | | | X | | | |

It has been estimated that it takes a staff of 500 detail men to do a really effective job of promoting a full line of specialties and pharmaceuticals. With a nucleus of 500 men making 100 detail calls a m nth, a concentrated and productive program will follow. It appears to be basic that 500 men calling on 100 physicians a month is the answer to the most economical and productive way to promote a full line of specialties and pharmaceuticals to the great mass of U. S. physicians. For those who can not afford such a large staff, frequent and well-planned direct mail, sampling and journal advertising will have to carry the load to neutralize the advantage of manpower.

### Summary

We have tried to present a well-balanced study on the development and marketing of pharmaceutical specialties. It is quickly apparent that there is no short cut to new product success. An enlightened management working in unison with research, production, sales and advertising provides a team that is hard to beat. Too often, however, we forget the fundamentals of administration and human relation. The result is disorganized and diluted effort couples with unhappy non-productive personnel. Management must be constantly on its toes to keep the gears of

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**New York 16, N. Y.**

new product development and marketing in smooth operation. If this is done, personnel will produce and profits will swell.

We hope that this monograph will provoke discussion within companies and possibly lead to a re-evaluation of new product methods. If this is done our efforts will have been well repaid.

For those who are interested, it might be worthwhile to set up a new product check list somewhat similar to the one we are appending. This was prepared by Mr. Walter Weintz of the Ferry-Hanly Advertising Agency and appeared in the December 29, 1939 issue of *Printer's Ink*. While general in its scope, the Weintz check list can, with some modifications, be tailored to fit the more specific pharmaceutical needs.

### This Plan Will Cut New Product Guessing

Walter Weintz
Ferry-Hanly Company

*Why do new products so often turn "sick" and die after they reach the market place?*

There are obvious answers, such as new competition, depression, shifts in buying habits, and so on. But the real explanation is frequently hidden a little deeper. That reason is lack of adequate preparation, painful thought and hard labor during the initial stages of development.

It is a strange fact that new products are customarily launched before they are ready. The most popular explanation for this odd practice is that the manufacturer is hampered by limited capital and rushed for time. Surveys are slow, while profits depend upon distribution. So—on with the dance. Later, if the product begins to slip, there will be plenty of opportunity to investigate the market and settle perplexing questions. Or so the manufacturer thinks.

The logical beginning for any new merchandise is a planned procedure to find and weigh every factor which might affect its success. This means, first, a check-list to determine what conditions and trends will influence the size, stability, and accessibility of the consumer market. Getting the information does not necessarily involve an expensive survey. Once you decide what facts you will need, they are easy enough to obtain from the right sources.

*Competition furnishes the most direct index to the problems a new product will face.*

A manufacturer should certainly find out everything he can about them in order to measure his own opportunities and shape his attack. The following is a general check-list covering the broad classifications to investigate:

(1) What products would be directly competitive?
(2) What products would be indirectly competitive?
(3) What is the present sales volume of each in the various geographical divisions?
(4) What has been their rate of growth? What is

their general sales trend?

(5) What distinguishing characteristics or points of superiority do each of these products have?

(6) What seems to have been the guiding idea in naming them?

(7) How are they packed (types of containers, sizes, etc.)?

(8) What channels of distribution do they use and how complete is their coverage?

(9) What are their methods of distribution (direct selling, special promotions, demonstrators, dealer helps, jobber PMs, price maintenance, etc.)?

(10) How effective have their efforts been in securing trade cooperation?

(11) What is their policy on trade advertising: extent, frequency, themes, methods of presentation, media?

(12) What is their consumer advertising policy: extent, media used, seasonal variations, appeals, etc.

(13) Do they possess any special selling advantages, such as exclusive patent rights, etc.?

(14) To what extent may retaliation by this competition be expected when a new product enters the field?

(15) Have there ever been any failures in the field? If so, what caused them?

*The next step is to examine the possibilities of the market itself.*

Here the main sources are *Department of Commerce statistics, trade association files,* and *consumer publications.* Their impressive resources are so easy to tap that it is amazing to see how manufacturers fail to use them. Yet year after year new products are brought out in declining markets, luxury items appear where no market exists, and outmoded methods are pitted against established, up-to-date competition. Answers to the questions that follow would prevent some of this wasted effort:

(1) What special factors (such as age, income, race, etc.) distinguish your potential customers?

(2) What is the geographical extent, distribution, and intensity of the consumer market? Is there likely to be any shift in the future?

(3) What special buying habits will affect your sales (quantity usually purchased, frequency of purchase, seasonal variations, gift buying, brand preference, commodity of luxury incentive)?

(4) Do these buying habits vary with income or geographical and occupational background?

(5) Is price or quality the deciding factor in choice of brand?

(6) Are there secondary or off-season uses which might be developed?

(7) Can a family of items be built around this item?

(8) What is the present total volume in the field? Is there an export market? Is the total trend up or down?

(9) Where do people buy this item? Can other

**PUROCAINE BRAND PRODUCTS**

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**New York 6, N. Y.**

**Main Office**
**Packard Building**
**Philadelphia 2, Pa.**


outlets be profitably developed?

(10) What trends in buying habits, location and types of users, etc. might affect your sales?

(11) How stable is the field: (a) based on past sales? (b) with respect to possible new developments by other types of competition? (c) In consideration of consumer movements and Federal and State legislative trends?

*Product Study*

If the market looks promising after these investigations are finished, it is time enough to develop the product. Here again a checklist should be the guide. Certainly no product should be launched before limited trade and consumer surveys, at least, have yielded tabulated results which point to definite conclusions.

(1) Is the product in line with sound technical thinking? How does it fit in with the trends in technical improvement in the field?

(2) Is it in line with trends in Federal legislation?

(3) Is it in line with the trends of consumer demand?

(4) Is there a definite consumer need for such a product?

(5) Is it to the best public interest to place such a product on the market?

(6) Is the product a real improvement over competitive items?

(7) What exclusive advantages does it have? Does it duplicate or equal the features of existing products?

(8) Are the advantages dramatic? Do they have real sales appeal?

(9) Can competitors bring out a competitive item quickly or will the features be difficult to duplicate?

(10) Does the product stand up in tests? What claims can be made for it?

(11) Can the name be protected from infringement? Is it descriptive, easy to remember, etc.?

(12) Can the product be produced to sell at a competive price with a sufficient margin of profit?

(13) Are materials readily available, stable in price?

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## Blood Plasma New Medical Raw Material

*(Continued from page 505)*

almost unknown in clinical use. Aside from its importance in military medicine, Janeway feels that albumin should be a very valuable addition to the practitioners emergency kit or to the accident room of a busy hospital. This is especially true where speed is essential and time cannot be given to reconstituting plasma or to blood-typing for a transfusion of whole blood.

Because albumin has an important place in therapy, means have been sought to provide adequate quantities of this material when blood may not be so readily available from donors. The possibilities of bovine albumin have been investigated. While certain properties of human and bovine albumin are quite similar, there

are differences in chemical constitution, crystallization and immunologic properties.[13] There is evidence that bovine albumin maintains satisfactory hemodilution after acute hemorrhage in human subjects.[10] However, more work must be done before bovine albumin can be fully accepted as a substitute for human albumin.

Current opinion indicates that Fraction II, chief source of the immune or gamma globulins, will prove to be the most valuable of the plasma fractions, because it contains many antibodies against specific diseases. Human blood as a source of antibodies offers many advantages, not the least of which is a freedom from the reactions which sometimes occur when animal sera are used. Pooled normal or convalescent plasma has long been employed in the control of certain infectious diseases, and concentrating the antibodies present makes for greater prophylactic or therapeutic efficacy, as well as greater ease of injection.[14] With the newer methods it has been possible to provide a twenty-five-fold increase in concentration of gamma globulin antibodies as compared with pooled plasma. In other words, with these concentrations, an injection of only 5 cc. of material provides the equivalent of 125 cc. of pooled human serum.[15]

It therefore becomes quite evident why Cohn[7] has urged that the effectiveness of a concentrate from pooled normal plasma should be investigated where the value of convalescent serum has been demonstrated as a means of preventing or treating any disease.

To date, the most outstanding example of the use of such concentrates has been in the prophylaxis of measles. In discussing the various studies on this phase of usefulness, Janeway[15] has remarked that these prove beyond question that gamma globulin "provides the physician with the most effective agent for the prevention and modification of measles that is available." With a well-established background of proved efficacy for such purposes,[12, 16] gamma globulin is now available in quantity sufficient for general use when an epidemic of measles threatens the health of child or adult.[17]

Of pertinent interest is the fact that similar materials also may be obtained from the blood of human placental cords.[18] One patent[19] describes a method of obtaining these agents, which are said to be effective for both prevention and treatment. However, comparisons[20] of gamma globulin (from plasma) and placental globulin have demonstrated that gamma globulin is the more potent of the two and is the material of choice in measles prophylaxis.

Equally important are reports that gamma globulin is effective in preventing and attenuating infectious hepatitis (catarrhal jaundice) when administered to exposed persons during the incubation period of the disease. The value of this discovery is evident in the fact that the disease has been a serious problem throughout the world, and one which became very important during the war. Its occurrence following the administration of whole blood or plasma to battle casualties caused considerable concern in the medical world.

In January 1945 Stokes and Neefe[21] published the

Quality and uniformity of this purest grade of commercial zinc oxide are assured by nearly a century of zinc oxide manufacturing experience.

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first report of the use of human gamma globulin in the prevention of infectious hepatitis. Their results indicated that not only was this an effective prophylactic measure, but that the use of gamma globulin in infectious hepatitis compared favorably with its use in measles. Other workers[22] have confirmed these findings. In addition it has been found that the early administration of immune globulin is effective in preventing the hepatitis following the administration of blood products to wounded men.[23]

Unfortunately similar success has not followed the use of gamma globulin in the treatment of poliomyelitis. Although poliomyelitis antibodies were found in plasma Fractions II and III in concentrations ten times as great as in whole plasma,[24] the use of gamma globulin produced no beneficial results in the cases of infantile paralysis treated by Bahlke and Perkins.[25]

Despite this failure, the success of gamma globulin in measles and infectious hepatitis points to the possibility of similar use in preventing and treating other diseases. For example, on the basis of incomplete studies, Janeway[15] remarks that there is reason to believe that concentrated gamma globulin may prove of value in both the prevention and treatment of scarlet fever.

Plasma Fraction III-1 is the source of the isohemagglutinins, which are also globulins. These have been concentrated from bloods of a single specific group for use in the typing of blood for transfusion purposes.[15] Although similar typing materials have been available for several years, a new method for processing this fraction has yielded materials that are much more group-specific. This process has also greatly increased the economy of preparing these highly potent blood grouping globulins.[7]

Two materials, thrombin and fibrinogen, essential in the blood clotting mechanism, are derived from Fractions III-2 and I, respectively. Thrombin, as such, does not occur in the blood stream. It is present in plasma only as prothrombin, a precursor which, when activated by thromboplastin, forms thrombin. When blood is shed as a result of an injury or the like, the blood platelets and injured cells liberate thromboplastin. This, in the presence of calcium ions, activates prothrombin to form thrombin which, in turn, acts on the blood fibrinogen to produce a network of interlacing fibria fibers, or the blood clot. From this, the importance of thrombin and fibrinogen in the clotting procedure becomes quite evident.

Thrombin, accumulated in large quantities from human plasma, is usually provided as a sterile dry powder. When thrombin comes in contact with blood or plasma a clot forms immediately. Used topically, and never by intravenous injection (because of the danger of fatal thrombosis), thrombin controls capillary bleeding and has now found established and important uses in surgical procedures like skin grafting; ear, nose and throat operations; bone surgery, operations on various highly vascular tissues, and in dental surgery. It has proved advantageous in patients with hemophelia,

where the risk of bleeding to death is always a menace.[26] Used in this way, thrombin serves as a local hemostatic that clears the operative field, prevents blood loss and facilitates the surgeon's task.

Applicable in its powdered form, but more generally used as a solution in sterile water or physiological saline, thrombin is often used in conjunction with plasma in a variety of surgical procedures. When plasma-thrombin combinations are used as fixatives or adhesives, the need for suturing is greatly reduced or eliminated entirely and scar formation is minimized considerably.[27, 28]

Of definite interest with regard to future supplies, when human plasma may not be so readily available, is the fact that thrombin from animal sources may be used in surgery. One product, known as "Thrombin, Topical," derived from bovine plasma is now available commercially and has proved its worth in a variety of surgical procedures.[29, 30] In passing, it might be mentioned that rabbit thrombin has also been investigated as a local hemostatic.[31]

However, as pointed out by a number of workers,[7, 32] for the most effective use of thrombin in hemostasis, it must be applied with a matrix which can hold the thrombin in the bleeding area until clotting is completed. The development of fibrin foam provided the porous matrix that was required. Fibrin foam is prepared from human fibrinogen and human thrombin and in the dry state looks like a dull white, brittle sponge. At present the fibrin foam is packaged with separate bottles of dry thrombin and normal saline solution. At the operating table, the thrombin is dissolved in the saline solution, and rather large fragments of the fibrin foam are then dropped into the thrombin solution. Portions of the foam may then be cut or formed as required for the particular condition.

Such preparations effectively control bleeding from oozing surfaces and from veins, even quite large ones. The value of fibrin foam with thrombin as a hemostatic agent is enhanced by the fact that it can be left in place. The fibrin foam remains in place on the bleeding surface after hemostasis is complete and because it need not be removed, it entirely obviates the recurrence of hemorrhage, one of the chief disadvantages of cotton sponges. Absorption of fibrin foam is rapid, and as might be expected from the use of such plasma-derived materials, tissue reaction is practically negligible.[32] The physical properties of the foam can be controlled during manufacture and it can be used in conjunction with sulfa drugs and penicillin.[7]

With all of these advantages, it is not surprising that fibrin foam with thrombin has achieved a major role in surgery, despite the fact that it is a comparatively new material. Widely used in neurosurgery, especially in brain operations, this material has also found many applications in general surgery, as for example, in controlling hemorrhage from the cut surface of the liver and kidney, in jaundice patients, in thoracic operations, in prostatectomy, and, in some cases, in patients with hemophilia.[7, 32, 36]

More recently a matrix other than fibrin foam has


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been developed and tested by various workers.[38, 40] This is a gelatin sponge prepared with a special denatured gelatin. In experimental work, the gelatin sponge combined with bovine thrombin was found to be an effective hemostatic, easily handled and generally similar to fibrin foam in its rate of absorbability and lack of significant tissue reaction. Latin clinical studies confirmed these findings. One major advantage of this newer material, as noted by Light and Prentice,[41] is that there is no dependence upon human blood for its production.

Another quite new material, absorbable oxidized cellulose, has also been used with thrombin as a hemostatic agent.[42] However, more recent work[38] indicates that thrombin is unnecessary as an adjuvant to oxidized cellulose for such use.

Fibrin plastics made from thrombin and fibrinogen also have begun to assume a useful role in surgical procedures. Available as strong, rubber sheets or films of various thicknesses, the raw materials may also be processed to yield seamless tubes or other formed plastic-like products.[7, 10, 43, 44] Through the use of suitable plasticizers, like glycerine, and by other means, the physical properties of these films and plastics may be controlled to yield products with characteristics suitable to specific applications.

Fibrin films already have proved their worth in brain surgery where they have been employed successfully as a dural substitute and in the prevention of meningocerebral adhesions.[32, 35, 45] Such films have also been used on body surfaces as a covering for burns. Indeed, Hawn and his associates[46] have suggested that such films, particularly in the form of roll bandages, might prove highly expedient dressing for burns because of their simplicity and the speed with which they can be applied. Likewise indicative of the potentialities of such materials is their employment by Singer[47] to splice nerves. The fibrin adhesive method of uniting nerves, without the use of thread sutures, has the advantages of simplicity and of introducing no extraneous materials or obstacles to growth into the nerve trunks themselves or between the nerve stumps. The transparency of the film is also considered an operative advantage. In the meantime, extending the usefulness of fibrin films and plastics is under investigation.[32]

The potentialities of fibrinogen-thrombin combinations are also illustrated in a technic described by Dees[48] for the removal of kidney stones. By the simultaneous injection of solutions of fibrinogen and thrombin there is produced in the kidney pelvis a strong coagulum which enmeshes all the free stones. Withdrawal of the coagulum brings all the stones with it, thereby avoiding fragmentation, and equally important, greatly minimizing the danger of trauma or injury to the kidney itself.

It is hard to realize that most of this work, both on the fractionation of plasma and the clinical application of plasma derivatives, has occurred during the last two or three years. Of course the needs of war were im-

portant factors in this program, but the indications are that plasma products will be investigated further and that new materials for medicine will evolve. Much has yet to be learned, despite the progress already made. Plasma Fraction IV, for example, has hardly been touched, and the possibilities of the immune globulins from Fraction II offer much promise.

Of course one major problem will be sources of human plasma, now that the patriotic urge of blood donors is gone. Obviously public-spirited citizens will continue to contribute to hospital blood banks. Then, too, blood can be bought, as it was before the war. More important, however, is the search, from animal sources, for the constituents obtained from human plasma. That this is possible in some instances is evident in the case of thrombin. Meanwhile, plasma has become a new and important source of materials for preventing disease and saving lives.

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## Dr. Theodore G. Klumpp

*(Continued from page 503)*

vard's famed Peter Brent Brigham Hospital and later became resident physician at Cleveland's Lakeside Hospital. From there he went to Yale as an instructor in medicine. In 1937 he received an appointment as Medical Officer of the Food and Drug Administration. Klumpp was soon promoted to chief Medical Officer; this was followed by his appointment as chief of Drug Division.

In 1941 opportunity beckoned again. Dr. Paul Nicholas Leach had just died after serving for many years as Secretary of the A.M.A.'s influential Council

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on Pharmacy and Chemistry. Able Dr. Theodore Klumpp was approached for the job and he accepted. After only six short months at his new desk, Klumpp was contacted regarding taking over the presidency of the Winthrop Chemical Company. After much deliberation and discussion with his Council associates he felt the opportunity was such that he didn't feel justified in turning it down.

It is not top-drawer confidence that Winthrop was badly in need of a man of Dr. Klumpp's calibre and reputation. They were willing to give him a free hand. His job has been to: (1) develop a strong organization, (2) set up a top-flight research department staffed by well-trained people, (3) improve production and control methods, (4) build good-will within the industry, and with the medical profession, and (5) develop sound sales and advertising policies executed by competent, vigorous hands. In spite of the pressures of war, Klumpp has accomplished much of what he set out to do.

To help him Dr. Klumpp has a wide-awake management team. Dr. Frank Stockman, longtime Winthrop executive, is Klumpp's "elder statesman." Dr. Martin Lasersohn and Major Lawrence Tiller act as assistants to the president. Able John Mulhern is the expert on financial matters. Lieutenant Colonel Joseph Noh, formerly McKesson Vice-President in St. Louis, and more recently attached to Uncle Sam's Army in Procurement, is the new Vice-President in Charge of Sales and Promotion. Dr. A. E. Sherndal of Atabrine fame is in charge of production. Together they make up Winthrop's General Staff. The direction Winthrop heads in from now on rests pretty much in the hands of these men. They are rapidly pushing Winthrop back into the running. With a sympathetic parent company (Sterling Drug) and a good-sized budget Winthrop will be worth watching.

Aside from business matters, Dr. Klumpp enjoys talking about his family. He has three daughters, Virginia Ann, 10, Karla, 7, and Kathleen, 4, "all of them," says proud parent Klumpp with a sly grin, "wild Indians." Goodlooking Dr. Theodore Klumpp relaxes best when he is swimming, fishing, sailing or gardening. He is strictly an outdoor man. As one reporter observed, the Winthrop president "has had a rare background indeed, all the factors of which have contributed to making him an all-round successful doctor, executive, family man, and sportsman." We agree.

## Is Cosmetic Distribution Changing?

(*Continued from page 499*)

Men's toiletries were really the first to break the traditional ranks of cosmetic distribution. In many leading stores these cosmetics at first met a very cool reception from the cosmetic buyer, but a warm reception from the men's department buyer, harassed by war shortages. The cosmetic department has recovered most of this ground, as it had to because over 70 per cent of these cosmetics are still bought by women; a base line

of 60 per cent will probably mark women's purchases for some years to come. But it must be obvious to our present retail cosmetic distributors that men's toiletries are not the products where full hospitality can be denied with safety.

Children, bobby sox and 'teen age cosmetics are now looking over cosmetic distribution like a popular freshman visiting fraternity houses. In many stores the children and 'teen age departments feel perfectly qualified to sell these cosmetics, just as they have taken over children's custom jewelry, pocket books, etc. They certainly have the superior traffic of this age group, of associated promotions and are clever merchandisers. Because the age old struggle of departments within a store so often prevents the cooperation that would most benefit a store, i.e. display in both departments, letting the cosmetic buyer buy his specialty, but share profits with the other department or pay full value for floor space, it may be that separate lines, competition and confusion will develop between each department. Certainly the cosmetic department will retain its advantage of location, natural flow of traffic for cosmetics of any kind, preferred department for most cosmetic gift purchases and more skilled cosmetic selling.

The conclusion to all this discussion is this: many in the cosmetic industry feel that the traditional cosmetic retailers have failed to grow, in a cosmetic sense, with the industry; that the industry may even have outgrown the kind of service a sufficient number of them can render, however willing; that the time has come when perfumes and cosmetics should no longer be retail stepchildren; that if the industry is to continue its growth or even hold its recent great expansion it must have a much wider retail field than now available which can offer skilled (specialized) cosmetic selling, a flair for cosmetic promotion, and free channels for distribution.

It was pointed out that the specialty shop held some promise for the goal toward which the industry may be subconsciously and intuitively working. Not because the specialty shop, as now organized, is in itself the answer. The cosmetic sales efforts of these shops have been held within very narrow limits, they have been predominantly concerned with women's apparel. In these stores cosmetics have been even more of a stepchild than in the stores of the industry's traditional friends. But the specialty shop has been the one retailer, outside the accepted trio, which has made a success of selling cosmetics at retail. And it may, therefore, be of deep interest to the industry to consider not the specialty shop itself, but its evolutionary significance.

An industry which produces over eight hundred million dollars of retail sales, which has consistently shown, even in poor times, an ability for dynamic growth; an industry which is acknowledged everywhere to have great social importance; an industry which is an essential part of America's dramatic fashion growth and contributes so much to it, need no longer be a retail stepchild.

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store, that is a relatively few, closely associated departments, can merchandise cosmetics. These shops provide for cosmetics a style, prestige store alert to every fashion trend, and with great promotional ability. They carry products which prevent the seasonal peaks in cosmetic sales from making a store of feast or famine.

If the specialty store with all its limiting factors, its primary interest in apparel, can successfully merchandise cosmetics, why not a specialty shop of fashion accessories in which perfume and cosmetics are the primary motif? Cosmetics need and profit by such association. Their seasonal sales make specialization difficult if not impossible for real retail volume. But perfumes and cosmetics can produce great traffic, a loyal clientele. Associated with such products as costume jewelry, gloves, purses, perhaps some staples as stockings to offset seasonal peaks, they may perhaps be combined in a store which can build fashion prestige, encourage ownership by people with a flair for fashion promotions, provide clever selling, build sufficient traffic by such a coordinated association of merchandise, and, above all, give perfumes and cosmetics a primary place in a store capable of adequately representing the industry in a broad way, free, let us hope, from entangling alliances.

The retailing of cosmetics and perfumes, viewed from many angles, has failed to keep step with the industry's growth. This in turn now threatens the future growth, even the present status of the industry. The pressures within the industry for adequate distribution for each branch of the industry, for a sufficient number of stores fully capable of promoting and selling cosmetics of the whole industry must have one of two results. Either there will be a revolutionary change of attitude by more stores now the traditional sellers of cosmetics, whereby more of these stores will make cosmetics their primary interest and find ways to improve their selling and promotions, or this pressure from an industry capable of bestowing rich retail rewards will bring the evolution of a new kind of store that will serve the industry in a way its glowing future requires.

## The Alcohol Outlook

(*Continued from page 495*)

ages, cause money to accumulate and result in an utter disregard for values, people being willing to pay anything for goods if they can obtain them.

The shortage in alcohol dates back to the war days when the Government in this country was going to force Cuban producers of molasses to take lower prices than the Cubans demanded. Now the molasses is going in other directions and cannot be obtained at the moment at any price. A continuance of the present alcohol ceiling prices will cause a continued short supply of synthetic alcohol, and a continuance of the present ceiling price on corn will cause a continued lack of supplies of grain for alcohol. We don't profess to know the answer, but something will have to be done.

## Art and Packaging

(*Continued from Page 581*)

Forget now about printed paper wraps and boxes, and think of bottles for instance, even fancy bottles. The good designer, not the one who can by accident produce a good idea, but the professional, must be thoroughly familiar with the possibilities (and impossibilities) of glass manufacturing,—moulding, blowing, cutting and polishing, to produce the right kind of bottle; must know the peculiarities of the contents of the planned bottle to ensure proper filling, proper flow in use and the proper closure.

Limitations, technical, practical or legal, sometimes strain the imagination towards brilliant solutions of a hard problem.

The same goes for aluminum, or plastics and other materials, so the designer has to be quite a guy and it is rather difficult to pick up all this technical knowledge, which is the real basis of functional design.

A functional design is not always straight line and angular. A bottle which looks like a skyscraper can be very beautiful, but not necessarily functional.

A bottle, which is the abstraction of a dancing figure, is maybe in the middle between a functional design and a decorative one. To me at least, in spite of the vaguely representational quality, its attraction lies in its pure forms,—adapted to its medium.

This chemical bottle is purely functional, its shape only slightly changed from a basic conception hundreds of years old, yet its grace is as superior, as the grace of an airplane wing or a piece of sculpture by Brancousi.

It would not enter anybody's mind to dress up the Soaring Bird of Brancousi which you can see at the Museum of Modern Art, with any kind of frill, yet many a cosmetic package designer would add to this bottle ribbons and flowers and plumes and whatnots to make it look feminine and "pretty." No, let's not do that. Of course we have to put a label on it for identification, beautiful and functional, but no, let us not wallow in frills. Let us take the lesson from art—old art and new art—the lesson of style, the lesson of simplicity, the lesson of the beauty of the basic form.

This is the best way of using the overpowering message of unapplied art, not to splash a reproduction of old or modern works of art or a colored photograph on a package, but to follow the same basic principles our great artists work by, and treat every problem with love and care—and give every little package as much attention as we would give to the perfection of a machine-part, a piece of sculpture or a painting.

Perfection, technical and esthetic—is never to be achieved, but we can try for it,—not in those details which will escape the eye anyway, but in the conception of the thing, in the idea, in the style.

Approach the question seriously, or with your tongue in your cheek, but make that package, like every work of art, a thing in itself, a thing with life and thought in it and it will be beautiful.

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WIDE EXPERIENCE SALES AND PRODUCTION. Extensive knowledge Perfume and Cosmetic problem-Perfume and Cosmetic raw materials Compounds-Flavors-Heavy Chemicals and all chemical products. Seeks permanent - substantial connection with reliable firm. Age 45. Box A-5, DRUG & COSMETIC INDUSTRY.

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